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$1,000,000 'Ripple'? . . .

Squeezed by GE's Growing Ad Staff, Basford Resigns

No Decision on Naming New Shop; GE Says It Might Not Get Discounts

NEW YORK, April 21—G. M. Basford Co. has resigned the apparatus sales division of General Electric, Schenectady, effective June 30.

A press release, agreed to by both the agency and the company, said, "The philosophy of General Electric's industrial advertising operations has changed a great deal. One effect has been that [GE's] internal advertising department has grown to the point where the creative service of an outside advertising agency can no longer be used with mutual advantage to both client and agency."

Both parties declined to say what the account is billing. While a Basford source said billing through the agency has been reduced to a "ripple," a GE source said that estimates of $1,000,000 were "reasonably accurate."

The company source said the apparatus division's advertising and sales promotion department had grown to more than 400 employes. He said, "We carry out the same functions as an agency." He said the division will continue to produce its own advertising, but he declined to say whether it would select another agency or place the advertising direct. He said it is possible "we can't get the 15% commission" granted to agencies by media.

■ The apparatus sales division, which first named Basford as its agency in 1940, is a field marketing organization for more than 40 GE departments. The company source said the division's advertising-sales promotion department billed about $2,000,000 in time and space—or about two-thirds of the division's advertising—in 1959. The division does most of GE's business paper advertising.

Fred Adams, Basford president, said the company was "looking for a different kind of creative services." He indicated that activity on the account has decreased to the point where resignation will have no effect on the agency's forecast of close to $16,000,000 in billings for 1960.

■ Basford will continue to handle GE's construction materials, chemical development and chemical materials divisions.

George M. Nelson, of Schenectady, handles classified and recruitment advertising for the division.

At one time, GE was Basford's largest account. #

BLONDE SELL—*Clairol Co. introduces Ultra-Blue Lady Clairol Hair Lightener with this color gatefold spread in the May issues of Harper's Bazaar and Vogue. The headline starts on the front of the gatefold, then is given a surprise ending on the inside, thus "giving real meaning to the use of gatefolds," the company believes. The front of the gatefold starts out: "If I've only one life . . ." then flips to read, "let me live it as a blonde." Foote, Cone & Belding is the agency.*

Colgate 'Routinely' Shifts Cashmere to NC&K from D'Arcy

NEW YORK, April 21—In what was called "a routine reassignment of accounts," Colgate-Palmolive Co. has transferred the Cashmere Bouquet soap account to Norman, Craig & Kummel from D'Arcy Advertising Co.

D'Arcy continues to handle Halo shampoo and Cashmere Bouquet beauty preparations. NC&K already has the Veto deodorant line and Dynamo, a detergent now in test markets.

Last year Cashmere Bouquet soap is reported to have billed somewhat more than $1,000,000. #

Chrysler of Canada Shifts Grant, Names BBDO, Drops Ross Roy

WINDSOR, ONT., April 22—Chrysler Corp. enacted its second major account realignment in a month today when its shifted some $4,000,000 in Canadian billings for its cars and trucks. Three agencies were involved in the transfer.

Chrysler of Canada Ltd. announced that Dodge, DeSoto, and Dodge truck advertising, now handled by Grant Advertising of Canada Ltd., will go to the Canadian office of Batten, Barton, Durstine & Osborn, Toronto. This portion bills an estimated $2,500,000.

■ In return, Grant was appointed to handle advertising for Chrysler, Plymouth, Valiant and for Fargo trucks. These makes have been with Ross Roy of Canada Ltd. These billings were estimated by several sources at $1,500,000, although ADVERTISING AGE was also told that billings amounted to $2,-

(Continued on Page 117)

Proposed Rule Curbs Interest Forecast Ads by Savings & Loans

WASHINGTON, April 22—The Federal Home Loan Bank Board today circulated a proposed regulation which seeks to clamp down on competitive interest rate advertising by federal savings and loan institutions.

Under the proposal, the institutions would be barred from advance predictions about the next dividend period in any form more than 30 days before the period starts.

Where an increase in dividend rates is to be advertised, the institution would be required to give supervisory officials 15 days' notice. The new rate could not break in print ads more than 15 days be-

(Continued on Page 12)

'No Excuse for Us' on Poor Taste Ads: Cone

Agency Head Tells 4A's Media, BBBs Must Act to Prevent Ad Abuses

BOCA RATON, April 22—The annual meeting of the American Assn. of Advertising Agencies, which ends here tomorrow, was dominated by recollections of nearly all the criticism which has been hurled in recent months and by efforts to determine how best the business could get the egg off its face.

A former chairman of the Four A's, Fairfax M. Cone, of Foote, Cone & Belding, turned critic of his colleagues in a speech calculated to achieve some social status for advertising.

Mr. Cone, who said generally that television advertising is catching some brickbats it doesn't deserve, added nevertheless that some of the complaints leveled at tv advertising "have been well earned.

"Some of the advertising now on the air for deodorants, laxatives, corn removers, sick headache remedies, cold and sinus inhalants and girdles and brassieres needs to be thrown off and kept off the air," he declared.

■ "For if there is nothing more beautiful to the maker of nose spray than a map of the nasal passages, at least he mustn't insist upon showing it in parlor projection. And if a baggy old girdle is all right in 3" in the back of a woman's magazine, it is unspeakably unpleasant enlarged to 23" for mixed company in the living room.

"These things are matters of taste," he added, "and when the taste is poor the fault is ours and our clients' and there is no excuse for us."

Mr. Cone also assailed "professional and amateur" critics of advertising "whose irresponsibility is equaled only by the unreason of their fury." Among these he cited the Rev. R. J. McCracken, pastor of Riverside (Baptist) Church, New York; Vance Packard; David Reisman ("a reasonable man and frequently misquoted"); Congressman Oren Harris and John Crosby. When these people, said the agency man, "use

(Continued on Page 10)

Newspaper Ads Hit $772,905,000 in '59—Up 7.5%

GM, Ford, Chrysler Are Top Three Users, BofA Data Indicate

NEW YORK, April 22—National newspaper advertising reached a record volume of $772,905,000 last year—an increase of 7.5% over 1958's total of $719,049,000—according to figures compiled by Media Records for the Bureau of Advertising, ANPA. These figures do not include "the usual production factor of 6.9%," which would boost the 1959 figure to $826,235,000.

■ The leading classifications in '59 were automotive, which rang up $178,460,000—as compared with $159,227,000 in 1958—and groceries, which weighed in at $154,540,000—as compared with $148,966,000 in '58. A distant third was alcoholic beverages, which lost ground slightly, sliding from $62,801,000 in 1958 to $62,300,000 last year.

General Motors topped the newspaper advertiser list, with an expenditure of $38,622,558 in the medium last year. GM's total almost doubled that of Ford Motor, which finished in second place with $19,679,542.

■ Strung out from third to tenth were Chrysler Corp., with $17,193,094; General Foods, $13,738,272; Distillers Corp.-Seagram's Ltd.,

P.O. Finds Postal Rate Hike Won't 'Break' Advertisers or 'Depress' Media

2nd Class Doesn't Meet Cost; Postage Not Critical in 3rd Class, Study Says

WASHINGTON, April 20—The Post Office Department unveiled a massive economic study today which seeks to show that a good part of its $600,000,000 deficit subsidizes advertising in periodicals devoted to such "questionable" subjects as romance, comics and crime.

In a salvo opening an all-out drive for rate hikes this year, the department sought to destroy the claim that the advertising portions of commercial publications come close to paying their way in the mail. Far from paying their way, it said, the advertising pages actually average little more revenue to the department than the editorial pages, and must bear responsibility for at least $77,000,000 of the second class deficiency.

To convince Congress that higher rates won't hurt business, the report quotes liberally from a secret study which was prepared for the department by McKinsey & Co.,

(Continued on Page 12)

Last Minute News Flashes

Pontiac's Tempest Compact Will Bow in Fall

DETROIT, April 22—Pontiac division of General Motors Corp. will introduce a new four-cylinder compact, the Tempest, this fall. The car will be priced at $1,900 and will have its engine mounted crosswise in the front, with a torque transmission going to the rear. MacManus, John & Adams, Pontiac and Cadillac agency, will also handle Tempest.

Canada Pepsi Drops K&E, Hears BBDO, 7 Others

MONTREAL, April 22—Pepsi-Cola of Canada, which had been expected to announce this week that Batten, Barton, Durstine & Osborn had been appointed to handle its $1,500,000 in billings, has been advised by Pepsi-Cola Co. that it need not conform to the U. S. agency choice and can choose its own agency—reportedly the first time this latitude has been permitted. Result: Canadian Pepsi has dropped Kenyon & Eckhardt and next week will hear presentations by BBDO and seven Canadian agencies, including Cockfield, Brown & Co., which at one time had the account.

California Standard Sets Push for Methyl Additive

SAN FRANCISCO, April 22—Standard Oil Co. of California will launch one of the most intensive drives in its history next Monday for a new gasoline anti-knock compound, methyl. All available media will be used covering 25 major western markets—radio, tv, magazines, newspapers, outdoor, farm papers and point of sale. Standard is hailing methyl as "the first new anti-knock compound developed since ethyl was introduced." Batten, Barton, Durstine & Osborn is the agency.

(Additional News Flashes on Page 117)

$11,373,763; American Tobacco, $9,257,883; American Motors, $8,507,433; R. J. Reynolds Tobacco, $8,192,351; National Distillers, $8,069,376, and Schenley Industries, $7,624,421.

The top five advertisers maintained the same order of finish they registered in 1958, but American Motors gunned forward from 21st to 7th this year. R. J. Reynolds zoomed to 8th from 18th position, and National Distillers advanced from 12th to 9th. Schenley dropped from 7th to 10th, while American Tobacco moved up from 8th in '58 to 6th last year.

Lever Bros., Colgate-Palmolive and General Electric dropped out of the leading ten, with Lever falling from 6th to 14th by cutting its newspaper budget from $9,220,071 to $6,876,767.

■ In this issue, ADVERTISING AGE publishes a list of the 100 leading national newspaper advertisers, 1959-1958, on Page 48, and also a list of these newspaper advertisers who spent $1,000,000 or more nationally in the medium last year, starting on Page 48. Next week's issue will carry a compilation of all newspaper advertisers who invested $25,000 or more. That list will include 1,595 companies and 3,740 brands.

MORRELL IS OMITTED

In the list of newspaper advertisers who spent more than $1,000,000, which begins on Page 48, John Morrell & Co. was omitted. Here is the listing for Morrell:

JOHN MORRELL & CO.	$1,059,310
Meat Products	536,533
Red Heart Cat Food	46,836
Red Heart Dog Food	474,597
Saratoga Meat Products	1,344

Crane Co. Splits Ad Staff into Two Separate Entities

CHICAGO, April 21—Following a decentralization of its company two months ago into five major operating groups, Crane Co. has split its corporate advertising staff into two separate functions.

Joseph A. Donahue, former corporate advertising and sales promotion director for Crane, has been named manager of advertising and sales promotion for the plumbing-heating-air conditioning group, with headquarters in Johnstown, Pa. Mr. Donahue, who formerly headed up all Crane advertising, will report to R. W. Lindsay, group director of marketing.

Melvin M. Thomas has been appointed manager of advertising and sales promotion for the industrial products group, which is headquartered in Chicago. Mr. Thomas formerly was assistant advertising manager of the Hotpoint division of General Electric. He will report to W. D. La Rue, marketing director of industrial products.

■ Last February, Crane Co. was divided into five groups, each with its own manufacturing, engineering, sales and controls divisions. The five autonomous groups are industrial products, plumbing-heating-air conditioning, systems and controls, international and Crane Supply Co.

N. W. Ayer & Son, Chicago, handles all Crane advertising in the U.S. with the exception of the two companies which make up the systems and controls group —Hydro-Aire, Burbank, Cal., and Swartwout Co., Hooksett, N.H. Gaynor & Ducas, Beverly Hills, Cal., handles Hydro-Aire; Thomas R. Sundheim Advertising, Philadelphia, is the agency for Swartwout Co. #

NO LAG IN TIME—*B. H. Wragge will use spreads like this to illustrate his thesis that Wragge-designed clothes are timeless.*

California Admen, State Agency Heads Slate May 4 Meet

SAN FRANCISCO, April 21—State agency heads and advertising industry representatives will meet here May 4, for a discussion of how advertising can help California.

The meeting is a result of a conference held March 31 in the Sacramento offices of Gov. Edmund G. (Pat) Brown, during which Richard R. Ryan, president of the Advertising Assn. of the West, offered to help arrange such a review of methods by which advertising might help the state to grow (AA, April 4). "At the meeting," said Charles W. Collier, AAW exec vp, "we expect that the various operations of the state will be reviewed to ascertain whether public service advertising would be helpful in implementing these state operations."

Scheduled to attend the meeting are John E. Carr, California director of finance; Bradford M. Crittenden, commissioner, California highway patrol; DeWitt Nelson, director of natural resources; Dr. Roy E. Simpson, state director of education, and Dr. Theodore A. Anderson, commissioner of the Economic Development Agency. Mrs. Helen Ewing Nelson, California state consumer counsel on the staff of Gov. Brown, has also been invited to attend the meeting as a guest.

Mr. Ryan has invited John Hoefer, chairman of the western division, American Assn. of Advertising Agencies; Rod Mays, president, Western States Advertising Agency, Los Angeles; Kenneth Boucher, western vp, Assn. of National Advertisers, Menlo Park, and Bill Queale, AAW state legislative chairman, Sacramento, to meet with him to hear the presentations. #

Int'l Minerals Moves Corporate Advertising to Holmberg Agency

SKOKIE, ILL., April 21—International Minerals & Chemical Corp. has moved its corporate advertising to Lawrence O. Holmberg Co., Chicago.

The company declined to say why the switch was made. However, Mr. Holmberg was vp and general manager of Compton's Chicago office before opening his own agency last year (AA, Aug. 3). He was account supervisor on International Minerals while at Compton.

■ International Minerals said the corporate ad budget for this year has not been set, and added that it has done little corporate advertising for several years.

Klau-Van Pietersom-Dunlap, Milwaukee, will continue to handle all the rest of the company's advertising with the exception of Ac'cent food seasoning, which is handled by Needham, Louis & Brorby, Chicago. #

B. H. Wragge Ads Say Clothes Needn't Become Obsolete

NEW YORK, April 19—Designer B. H. Wragge in his 1960 campaign contradicts the premise that fashion is based on obsolescence.

The new ad series will picture both new and old Wragge designs to show that Wragge clothes make news when they are introduced, but do not become dated. The ads will be spreads, with the right-hand pages picturing current Wragge fashions, while the left-hand pages will show "timeless" Wragge clothes ten years old.

The copy in the opening ad will point out: "B. H. Wragge clothes live so well and so handsomely, it's hard to believe these designs were done a decade ago. We borrowed them from *Vogue* editorials to show how (like a good wine) they, too, improve with age."

■ In keeping with this philosophy, Mr. Wragge started dating his label early this year. He felt that a woman would feel a certain pride and satisfaction in being able to produce a label that proved she had the taste to select a design that would endure for several, even ten years. Good for impressing husbands, too, the agency, Jane Trahey Associates, points out.

The series starts in the April 30 issue of *The New Yorker* and the May *Town & Country*. It will be continued in the fall in *The New Yorker* and in fashion books. #

Palmer, Codella Names Five

Palmer, Codella & Associates, New York, has appointed Ronald J. Wood an art director, James J. Infantino an assistant art director, Capen Farmer a copywriter, Bernard Freeman a publicity account executive and Robert J. Flood a pr account executive. Mr. Wood formerly was with McCann-Erickson; Mr. Infantino previously was with Bloomingdale's; Mr. Farmer was with F. W. Dodge Corp.; Mr. Freeman was with Thomas J. Deegan Co., and Mr. Flood headed his own pr business

Potash Co. Names Carr

Potash Co. of America, Baltimore, potash producer, has appointed Clinton D. Carr & Co. to handle its advertising. A drive will start in May with color pages in chemical and agricultural publications.

Pompano Beach Had No Dailies; Now 2 Vie for It

Ft. Lauderdale, Miami, Peoria Publishers in Battle for Tiny Market

POMPANO BEACH, FLA., April 19—A war between competing daily newspapers erupted here yesterday with the debut of the *Pompano Beach Sun-Sentinel*, a new newspaper published by Gore Publishing Co., Fort Lauderdale.

More than 30,000 residents of this city, which is located on Florida's east coast just north of Fort Lauderdale, received copies of the *Sun-Sentinel* at their homes, plus sample packages of Chase & Sanborn instant coffee.

This city had never had a daily newspaper before April 12, when the *Pompano Beach Town News*—a semi-weekly newspaper—became a daily. The *Town News* is owned and published by Peoria Journal Star Inc., Peoria, Ill., publisher of the *Peoria Journal Star*.

■ The unusual battle is really one between the Slane family, owner of the Peoria newspaper, and Knight Newspapers, publisher of the *Miami Herald*, on one hand, and the Gore family, owner of the *Fort Lauderdale News*.

A unique arrangement has been worked out between the Slane and Knight interests, whereby the *Miami Herald*, Florida's largest newspaper, is delivered as a supplement with the *Town News*.

The *Sun-Sentinel* will be issued daily with the exception of Saturdays and Sundays and will have an initial circulation of about 15,000. It has full r.o.p. color facilities and sells for 5¢ a copy.

Advertising for the *Sun-Sentinel* will be sold in combination with the *Fort Lauderdale News*. The national ad rate for the *Sun-Sentinel* is 10¢ a line, and 32¢ a line when bought in combination. Robert Dickey is business manager of the newspaper. Ward-Griffith Co. is representative.

■ Although the *Miami Herald* is stuffed inside the *Town News*, there is no combination ad rate or common ownership of the two newspapers. The *Town News* is published daily with the exception of Mondays, and currently has a circulation of about 9,000. Herbert Rand is general manager of the *Town News;* Bud Campbell is advertising manager.

"The unique arrangement is beneficial to both the *Herald* and *Town News*," H. P. Slane, owner of the *Town News*, told ADVERTISING AGE. "The *Herald* gets local identity in Pompano Beach by coming with the *Town News*, and the *Town News* has been given access to the *Herald's* 9,000 circulation in this city."

Asked how two dailies can survive in a city of only 30,000, Mr. Slane said that the area is growing rapidly, and that a population of 100,000 by 1963 has been forecast.

Both of the dailies stemmed from weekly newspapers. The *Sun-Sentinel* formerly was the *Pompano Sun*, which was last published April 14. The *Town News* was a weekly until March 1 when it became a semi-weekly and then, on April 12, a daily. #

Stevens Sets Spot Drive

J. P. Stevens & Co. (Fletcher Richards, Calkins & Holden) will use about 35 live minute spots per week on several radio stations in Los Angeles in early May for its Utica-Mohawk sheets.

Highlights of This Week's Issue

In this issue, ADVERTISING AGE *presents a summary of network television advertising standards, covering new daytime rules for the National Broadcasting Co. and daytime and nighttime rules of American Broadcasting Co., as well as those to be effected by the Columbia Broadcasting System, as of September. The summary appears on Pages 108 and 109.*

San Francisco Chronicle charges the National Broadcasting Co. with violating anti-trust laws by using pressure against the newspaper to force the sale of its tv station, KRON-TV .....Page 6

Barton A. Cummings, president of Compton Advertising, urges admen to stop being whipping boys and to fight back at critics of their business .....Page 8

Marshall I. Goldman, member of Wellesley College economics board, says Russia is modernizing its marketing methods and is now using self-service, installment credit on appliance purchases, mail order merchandising, vending machines and advertising .....Page 26

Jack Roberts, vp of Schwerin Research Corp., says an advertiser can hope for more impact from a tv commercial carried in a show where he gets clear sponsorship credit than in a program where his commercial is dropped in on a participating, or on a magazine plan, insert basis .....Page 28

Earl Kintner, Federal Trade Commission chairman, says he will oppose any effort to expand the commission's counseling services to the point where it will clear any and all ads in advance .....Page 32

Eastman Kodak Co. introduces a new 16mm film projector for television stations, which, it says, will save thousands of dollars in longer print life for companies with heavy investments in tv film commercials .....Page 33

William Capitman, president of the Center for Research in Marketing, says the home furnishings industry is contemptuous of the consumer, doesn't understand how to appeal to the housewife and produces lacklustre ads ....Page 36

Lenselean Inc. reintroduces Wash Up towelettes in the New York area .....Page 38

Minnesota Mining & Mfg. Co. becomes the fifth owner of the Mutual Broadcasting System in less than three years .....Page 41

Emporia Gazette wins the Ayer Cup for excellence in typography, makeup and printing .....Page 46

Charles H. Brower, head of Batten, Barton, Durstine & Osborn, in a speech asserting that advertising could now enter an era of greatness, slashes out at critics of the business who demand that it clean house .....Page 70

Kenneth Collins, Fairchild Publications Inc. columnist, traces the recent rise of cooperative advertising in the retail department store field, and its attendant evils, in an eight-part series .....Page 80

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U.S. Charges Tropicana Juice Was Sweetened

Agriculture Department Withdraws Permission to Use 'Inspected' Shield

WASHINGTON, April 21—An uproar over alleged adulteration of at least one shipment of Tropicana chilled orange juice has culminated in a decision by the Department of Agriculture to yank the "continuous inspection" shield which has been an important sales feature in Tropicana ads and labels.

The move came after a department inspector reported that sweetening syrup was added to at least one batch of chilled juice while it was being prepared for shipment. Tropicana also faces charges by the Florida Citrus Commission for violating Florida law which prohibits the sale of sweetened juice as orange juice.

At Bradenton, Fla., A. T. Rossi, president of Tropicana, could not be reached for comment, and other officials of the company were not available.

The decision to suspend Tropicana's right to use the Agriculture Department's inspection shield becomes effective June 1, for a period of six months, according to department officials. The company will have to apply for reinstatement in the continuous inspection program after the end of the suspension period.

■ Officials reported the adulteration charge is only one of the problems they have with Tropicana. Before good relations are reestablished, they say, Tropicana will also have to explain its failure to submit for review some of the ads it had published featuring the department's inspection shield.

As shipper of well over half the nation's chilled frozen orange juice, Tropicana's difficulties with inspectors created a sensation in central Florida when the incident was publicized last week. A hearing had been scheduled by the Florida Citrus Commission for April 14, but was postponed because of the sudden death of the chairman of the commission.

Agriculture Department officials say one of the reasons they are not making their order effective until June 1 is that they want to prevent unnecessary injury to the growers who depend on Tropicana to dispose of their fruit.

■ "So far as we know, none of the sweetened juice actually was shipped," according to Fitzhugh Sutherland, administrator of the inspection program for frozen fruits and vegetables. "We believe there was only one sweetened batch, and that this will not be sold as orange juice."

The addition of syrup to the chilled juice represented an "evasion" of the inspection process and a violation of the continuous inspection agreement between the company and the government, Mr. Sutherland explained.

■ The still-pending controversy over Tropicana advertising stems from the department's insistence that any ads discussing the inspection program must be cleared with the government. Officials claim some Tropicana ads imply that the government "guarantees" the product.

"All we do," Mr. Sutherland says, "is assure the public that the product is packed under continuous inspection, under sanitary conditions and that it is an edible product."

■ He reported that roughly 180 packing companies, mainly canners and frozen food packers, participate in continuous inspection programs and that fully half of all frozen fruits are covered. The program is voluntary, with the government providing an inspection "shield" indicating that the product has been packed under continuous inspection and that it complies with the department's standards. #

There is no chestnut more overworked than the critical whimsy: "Advertising sells people things they don't need."
We, as one agency, plead guilty. Advertising does sell people things they don't need. Things like television sets, automobiles, cutaway mattresses, cosmetics, rouges, refrigerators, and so on and on.
People don't really need these things. People don't really need art, music, literature, newspapers, historians, wheels, calendars, philosophy, or, for that matter, critics of advertising, either.
All people really need is a cave, a piece of meat and, possibly, a fire.
The complex thing we call civilization is made up of luxuries. An eminent philosopher of our time has written that great art is superior to lesser art in the degree that it is "life-enhancing." Perhaps something of the same thing can be claimed for the products that are sold through advertising.
They enhance life, to whatever degree they can.
Indeed, that is the purpose of our unique and restless economy. It is fundamentally devoted to the production and distribution of things people don't need. Among these are toothpaste, electricity, outboard motors, artificial satellites and education.
Without advertising that economy cannot exist.
Young & Rubicam, Advertising
People don't really need art,
music, literature, newspapers

AWARD WINNER—*This is the 189-word house ad for Young & Rubicam which won the $500 Kudner award for "excellence in creative writing for institutional advertising" for Gerald Pat Steel (see story on Page 72).*

'Sun-Times', 'News' Name Combined Ad and Promotion Staffs

CHICAGO, April 20—In reorganization of the promotion and general advertising departments of the *Chicago Sun-Times* and *Chicago Daily News* into combined departments serving both dailies, D. A. Preston was named manager of the combined general advertising department.

Mr. Preston formerly was general ad manager of the *Sun-Times*.

R. C. Henderson, *News* national ad manager, becomes sales manager of the combined general sales operation. L. F. Biedermann, formerly *News* food ad manager, has been named consultant to general advertising.

The combined ad sales staff will be under the direction of Gabe Joseph, who has been ad manager of the *Sun-Times*. Budd Gore will continue as ad manager of the *Daily News*, with emphasis on retail advertising. Larry T. Knott is vp of advertising of both Field Enterprises dailies.

■ In appointments in the consolidated promotion departments, Mel Barker, formerly *Sun-Times* promotion manager, becomes assistant director of promotion and manager of public affairs of both dailies.

David A. Lindsey, formerly *Daily News* promotion manager, has been named product promotion manager, and Paul S. Hirt, assistant *Sun-Times* promotion manager, has been named manager of advertising promotion. Robert Harms, assistant *News* promotion manager, becomes assistant product promotion manager. Vance Johnson was named promotion director of both dailies last fall (AA, Sept. 28, '59).

Other general advertising department appointments include William E. Sandford, manager of western advertising for the consolidated section; John Mellen, food division manager; Thomas V. Patano, general food staff supervisor; Frank Zilla, head of the combined retail food staff.

■ Named to other combined ad department posts are William Voss, western manager, eastern division; Roy Nadel, manager of the alcoholic beverage division; Paul Christman, manager of the automotive division; Earle Zat, household equipment division manager; Jerome Hayes, financial division manager; Robert J. Cowhey, resort and travel manager; C. W. Rehfeld, *News* amusement manager; Richard L. Patton, *Sun-Times* amusement manager; William Riley, service manager, and Les Craft, classified sales training manager.

James A. Fitzpatrick, formerly research manager of the *Dallas News*, has been named market research manager of the *Sun-Times* and *News*. #

Holiday Inns Names D. P. Brother Agency

MEMPHIS, April 21—Holiday Inns of America Inc., motel-restaurant organization, has named D. P. Brother & Co., Detroit, as its agency.

This is the first large national account for Brother outside of General Motors Corp., where it serves the Guardian Maintenance account, Oldsmobile and nine other divisions.

Kemmons Wilson, board chairman of Holiday Inns, said plans to launch a national advertising campaign are based on the chain's expansion.

Memphis is headquarters for the system of 130 Holiday Inns operating in 25 states. Another 33 inns are scheduled to open by Sept. 30.

"Keeping these rooms filled," said Mr. Wilson, "requires a strong and continuing national advertising campaign, designed to reach the major sources of business and vacation travelers." #

Midas Intensifies 'Owner Repose' Ads; Buys Paar Special

CHICAGO, April 22—Midas Inc.'s co-sponsorship (with Elgin National Watch) of the Jack Paar special (NBC-TV) next week will mark the biggest single advertising expenditure ever made by this marketer of auto mufflers, which has climbed from the status of a $15,000 advertiser to the approximately $5,000,000 level in four years (AA, March 31, '58). The special will be broadcast April 26 at 10 p.m. (EST).

The Paar splash is timed to bring the company's seasonal selling effort to a climax. The advertiser began using "Laramie" (NBC-TV) in February as a preseason medium. Since then it has switched to "The Plainsman" and "People Are Funny" (both NBC-TV) and will continue these for at least another couple of weeks.

Meanwhile, as the spring weather pulls more motorists onto the highways and as more of them discover the ravages winter driving has wreaked on their cars' exhaust systems, Midas will sponsor the "Derby Preview" (CBS-TV) May 7 and add 40 radio spots a week on "NBC News on the Hour," starting in July.

Edward H. Weiss & Co., Chicago, is the agency for Midas, which is a brand marketing outlet for International Parts Corp., Chicago.

■ Curiously enough, the primary aim of the Midas advertising is not to sell mufflers, according to Gordon Sherman, Midas' president. It is to build "feelings of security and repose" in people who have just bought them.

Convinced that advertising geared to this purpose will create more sales by stimulating word of mouth advertising than the hardest-sell copy that could be used, Midas uses its national advertising to promote a "level of validity," stressing its guarantee. (The company's advertising of the guarantee has been revised in compliance with a complaint by the FTC; it now says "as long as you own your car," rather than "for the car's lifetime.")

Dealer advertising, which is paid for locally—though Midas' "field counselors" advise dealers on their promotions—is relied on to create a "level of interest," following up on the national broadcast and print advertising.

In the past year the number of Midas dealers has been increased from 125 to approximately 350.

■ On the Paar show next week the existence of "hundreds" of Midas shops, muffler installation ease and speed and the company's guarantee are stressed in the commercials, to help build owners' "security and repose."

Another commercial to be used on the show is unusual in that the audio portion consists entirely of music, and the viewer's "repose" is undisturbed by the sounds of faulty mufflers—the subject of the copy. The disagreeable sounds are presented in the video portion—as balloons in cartoon-style artwork. The copy in the balloons

says: "Roar," "Rattle," "Gasp," etc. A cue card reads, "A Midas muffler cartoon (for music and silence lovers). This commercial is almost completely muffled." #

Heiskell, Linen Move to Top in Time Inc. Revamp

Company Shuffles Exec Posts to Advance 15, Including 3 Publishers

NEW YORK, April 22—Time Inc. made room at the top for a number of its younger executives today via a massive realignment affecting some 15 high-level management posts.

The surprise reshuffling, which includes appointments of a new chairman and president, plus new publishers for *Life*, *Time* and *Sports Illustrated*, was made so that "younger men may assume senior positions and responsibilities" in the company.

The transfusion of younger blood is effective immediately and includes the following promotions and reassignments:

• Andrew Heiskell, 44-year-old publisher of *Life*, to chairman of the board of directors, succeeding

James Linen — Andrew Heiskell

Maurice T. Moore, 64, who stays on as a director and as chief counsel to Time Inc.

• James A. Linen, 47, publisher of *Time*, to president of the parent company, Time Inc., succeeding Roy E. Larsen, 61, who becomes chairman of the executive committee of the board.

• C. D. Jackson, 58, formerly administrative vp, to publisher of

C. D. Jackson — Bernard Auer

Life, succeeding Mr. Heiskell.

• Bernard M. Auer, 44, formerly director of circulation and promotion of *Time*, to publisher of the magazine, succeeding Mr. Linen.

• Sidney L. James, 53, managing editor of *Sports Illustrated*, to pub-

David Brumbaugh — Sidney James

lisher of the magazine, succeeding Arthur R. Murphy, who becomes a vp and director of production for Time Inc.

• David Brumbaugh, 52, administrative vp and secretary in charge of Time Inc.'s production and distribution, to executive vp, treasurer and member of the board.

• Charles L. Stillman, executive

(Continued on Page 120)

Fibreboard Drive to Push Cartons

SAN FRANCISCO, April 19—A new national consumer magazine campaign featuring case histories of successful packaging solutions is planned by Fibreboard Paper Products Corp. for its packaging group.

Fibreboard plans at least 12 full-page insertions in *Time* and three or four in *Fortune*. A business paper campaign is scheduled for 21 packaging and food publications.

The *Fortune* campaign will be launched with a full-color spread in the May issue. The Fibrematic carton, a new package for liquids, frozen foods and dry solid powders, is highlighted in the initial *Fortune* ad.

The photographic illustration presents the packages used by several food manufacturers for frozen strawberries with a giant strawberry on a red background on the facing page. Subsequent *Fortune* ads will use full-color single pages.

SOLID PACKAGES—*Fibreboard Paper Products Corp. is promoting its new Fibrematic carton with ads like this one in Fortune and Time.*

The *Time* campaign will consist of b&w page ads. The first *Time* ad, which appeared in the March 21 issue, was an adaptation of the Fibrematic frozen strawberry ad.

Ads featuring Fibresiz, a new six-pack for beer and soft drinks, and Fibreflo, a paper container for bulk handling of liquids, as well as other new packaging products, will be used for the rest of the 1960 campaign, prepared by the San Francisco office of Cunningham & Walsh. #

Miles Labs Test Aridan, New Decongestant Tablet

Miles Laboratories is testing a decongestant tablet, Aridan, in five test markets—Dayton, Cincinnati, Columbus, Kansas City and Wichita. The product is packaged in two sizes—25 tablets for 98¢ or 50 for $1.69.

Although reports in the trade say marketing may be expanded soon, Miles would say only that the product still is in the test market stage. Henderson Advertising Agency, Greenville, S. C., is handling Aridan.

Six Publications Take First Places in 6th Annual Jesse Neal Competition

NEW YORK, April 21—First place awards in the sixth annual Jesse H. Neal Editorial Achievement Competition sponsored by Associated Business Publications were presented to editors of *Crockery & Glass Journal, Electrical Merchandising Week, Engineering News-Record, Modern Packaging, National Petroleum News* and *Pulp & Paper* at a luncheon here today.

Prof. Floyd Arpan, of the Medill school of journalism, Northwestern University, and chairman of the judging committee, said, "In too many stories we looked at, the boredom of the writer showed through." He noted there was an increasing number of long complicated sentences and long words in the publications studied, and called for a return to "simple writing."

■ There were 74 entries, a record number in the competition. Mr. Neal, who died in October, 1957, was the first managing director of ABP.

The awards were presented to the editor or group of editors for one editorial project—a single editorial, series of editorials, single article, series of articles, special issue—which contributed most to the field served. They were given in three categories each for merchandising publications and non-merchandising publications:

Class 1—Merchandising publications:

Category A—Average total paid circulation up to 10,000—first award: Jack McDermott, editor, Crockery & Glass Journal; merit award: Dorothy Stote, editor, Seena Zeiler, associate editor, Infants' & Children's Review; George A. Tice, editor, Geyer's Dealer Topics.

Category B—Average total paid circulation up to 30,000—first award: Frank Breese, editor; John T. Bethell, managing editor; Edward P. McGrath, merchandising editor; Doris E. Wells, market research editor; William A. Caperell Jr., art director, National Petroleum News;—merit award: Elizabeth Swayne, feature editor, Nick W. Garfin, executive editor, Giftwares; Gordon J. Lawler, editor, Richard Douglass, executive editor; Wesley Wise, managing editor; Dexter Johnson, associate editor, American Lumberman Building Products Merchandiser.

Category C—Average total paid circulation over 30,000—first award: Laurence Wray, editor-in-chief; Ted Weber, Jr., managing editor; James J. Cassidy, associate editor; Barbara Ellwood, art director, Electrical Merchandising Week;—merit award: Samuel O. Kaylin, executive editor, Chain Store Age executives edition.

Class 2—Non-merchandising publications:

Category A—Average total paid circulation up to 10,000—first award: Albert W. Wilson, editor, Pulp & Paper;—merit award: Dr. O. B. Irizarry, editor and publisher; Jorge Sarmiento, managing editor; Max L. Batchelder, director of typography, Petroleo Interamericano; Ralph S. Caplan, editor-in-chief; James S. Ward, art director; Deborah Allen, special editorial consultant; Jane Fiske McCullough, editor; Arthur Gregor, technical editor; Betsy Darrach, managing editor; Ursula McHugh, associate editor; Richard Moss, assistant editor; Mei Lou Foo, associate art director; Maude Dorr, editorial assistant; Mary Belden, editorial assistant, Industrial Design.

Category B—Average total paid circulation up to 30,000—first award: Robert J. Kelsey, engineering editor; Thomas M. Jones, managing editor; Lloyd Stouffer, editor, Modern Packaging;—merit award: Edwin H. James, vp and managing editor, Broadcasting; Robert S. Reichard, trend editor; John M. Roach, managing editor; Edgar A. Grunwald, chief editor, Purchasing Week; John E. Kenton, news editor, Nucleonics; William A. Raleigh Jr., associate editor, Coal Age.

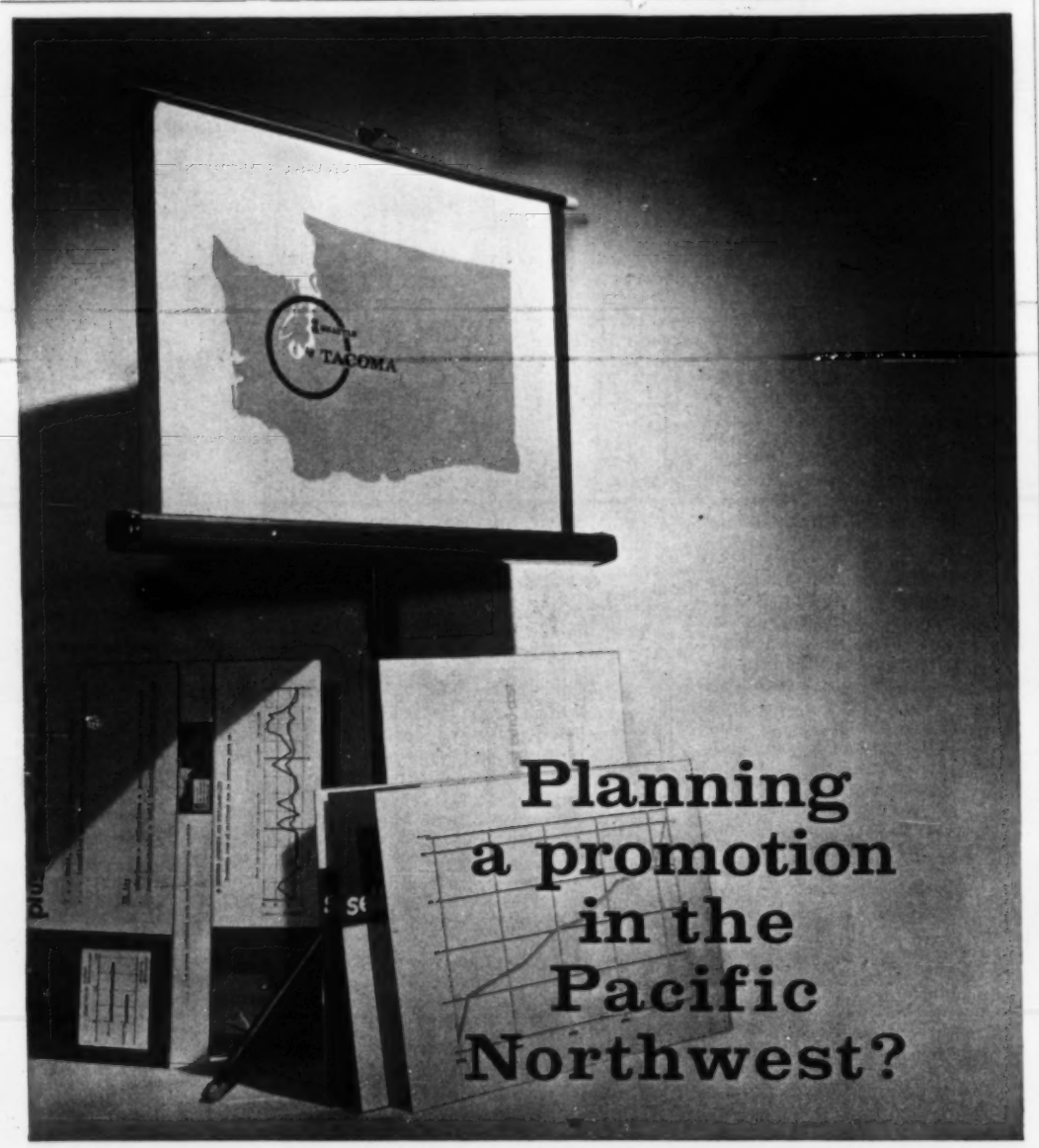
Category C—Average total paid circulation over 30,000—first award: Waldo G. Bowman, editor, Engineering News-Record—merit award: Perry I. Prentice, editor and publisher; Robert W. Chasteney Jr., managing editor; Carl Norcross, executive editor; Edward C. Birkner, associate editor; Walter F. Wagner Jr., assistant managing editor; John F. Goldsmith, assistant managing editor; Robert W. Murray Jr., associate editor; Kathryn Morgan-Ryan, associate editor, House & Home; Burnham Finney, editor, American Machinist; Richard M. Koff, senior associate editor, Product Engineering. #

Daniel & Charles Adds Bestform, Leather Industries

Bestform Foundations Inc. and Leather Industries of America have appointed Daniel & Charles, New York, to handle their accounts. Bestform is estimated to bill about $300,000 and Leather Industries of America reports its account at about $500,000. Doyle Dane Bernbach Inc. is the previous agency for Bestform, and W. B. Doner & Co. formerly handled the leather account.

Schenley Promotes Norton

Barry Norton has been named metropolitan Chicago brand manager in charge of sales and promotion for Long John scotch, a product of Schenley Distillers Co. Mr. Norton previously was a salesman for Schenley.



THINK TWICE ABOUT TACOMA

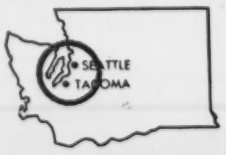
First: always think of Tacoma as a vital segment of the dominant Puget Sound Circle—biggest market in the Pacific Northwest.

When your sales forces work this Puget Sound market, nine times out of ten they cover retail outlets in both Seattle *and* Tacoma *at the same time.* When distribution and merchandising is set in *both* metro areas, the advertising breaks.

Unless it breaks *in Tacoma at the same time,* a good quarter of your sales-merchandising effort is wasted.

That's because of the second thought you have to keep about Tacoma.

It's a market that can *not* be covered by *any outside newspaper* or any combination. Only the dominant Tacoma News Tribune—now delivering more than 85,000 daily—can do the job.



Ask the man from SAWYER-FERGUSON-WALKER and get the facts

THE "BIG THREE" TIMES SERVICE WEEKLIES

-JUST ABOUT

UNIVERSAL MILITARY COVERAGE

250,000 + NET PAID CIRCULATION
2,000,000 + MULTIPLE READERSHIP
WITHIN THE
$10,523,000,000
MILITARY CONSUMER MARKET

Essentially universal coverage of the essential $10.5 billion military consumer market—the world-spanning TIMES Service Weeklies deliver it with single-rate efficiency and top paid-circulation economy. This gigantic market should not be neglected. Sell it, now.
WRITE FOR COPIES, RATES, MARKET INFORMATION

ARMY TIMES PUBLISHING CO.

2020 M STREET, N.W. • WASHINGTON 6, D. C.

U. S. OFFICES: BOSTON CHARLESTON S.C. CHICAGO DALLAS DETROIT HONOLULU LOS ANGELES MIAMI NEW YORK PHILADELPHIA SAN ANTONIO SAN FRANCISCO FOREIGN OFFICES: FRANKFURT LONDON PARIS ROME TOKYO

What happens to food sales at Thriftimart...

when THE BIG ONE puts on the pressure?

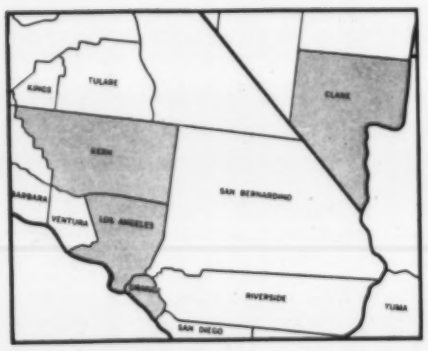
R. M. LAVERTY, President
Thriftimart, Inc.
Los Angeles, California

Let Mr. R. M. Laverty, President of Thriftimart, Inc., give you just one example of what happens in food stores from coast to coast when products are advertised in THIS WEEK Magazine —the biggest thing in print:

"WE KNOW the power of THIS WEEK and the heavy coverage it provides among our regular customers—for it speeds the regularly advertised products off the shelves. Is it any wonder, then, that we tie in so frequently with food advertising campaigns appearing in THIS WEEK Magazine."

R. M. LAVERTY

A Marketing Report on THRIFTIMART, Inc. from the THIS WEEK Magazine 8th BIENNIAL GROCERY STUDY



47 stores. $102,000,000 est. annual volume.

Thriftimart's 47 stores are but one part of this company's well integrated food organization. They also have a packing division, and a wholesale division, Smart and Final Iris Company.

to move goods fastest...

Buy The Big One

CIRCULATION MORE THAN

13,000,000

Beals Names New York Rep

Joseph J. Pugliese, former advertising art director at John Wanamaker Co., has been named New York representative of Beals Advertising Agency, Oklahoma City. Mr. Pugliese will serve as coordinator of art and production in New York for both national and regional accounts. He also will maintain special account service with the New York office of Alfred Dunhill of London Inc., a client.

Thompson Joins Allen-Klapp

John R. Thompson has joined Allen-Klapp Co., Chicago, newspaper representative, as a salesman. Mr. Thompson recently was discharged from the U.S. Army.

Spencer Adds Soccer Program

Spencer Advertising Co., New York, has been appointed national advertising representative for the official program of the International Soccer League. Programs will be published for 20 games at the Polo Grounds, and ten at Roosevelt Stadium, Jersey City. Schedules run from May 25 to Aug. 14.

Want to Sell FAIRBANKS?
Your ad in The Fairbanks Daily News-Miner is the way to reach—and sell—the people of this important Alaskan city. Call your West-Holliday man and stake your claim in the rich Alaska market. Ask, too, about The Anchorage Daily Times and The Ketchikan News.
REPRESENTED BY
WEST-HOLLIDAY CO INC
NEW YORK · CHICAGO · DETROIT · DENVER · LOS ANGELES · SAN FRANCISCO · PORTLAND · SEATTLE

KRON-TV Calls NBC's KTVU Buy Anti-Trust Offense

Network Threatened Affiliation Withdrawal to Lower Price, Station Says

SAN FRANCISCO, April 20—National Broadcasting Co. has been charged with violating the anti-trust laws by using pressure against the *San Francisco Chronicle* to force the sale of KRON-TV, the newspaper's tv station and NBC outlet here.

The *Chronicle* filed a memorandum with the Department of Justice, which reportedly is making an "intensive anti-trust investigation" of two tv station "deals" made recently by NBC and its parent, Radio Corp. of America, according to the newspaper.

The "deals" referred to are:

- NBC is swapping its wholly owned tv and radio stations in Philadelphia for Boston stations owned by RKO General Inc., and RCA is selling its stations in Washington, D.C., to RKO General for $11,500,000.
- NBC and RCA are acquiring the San Francisco-Oakland independent tv station KTVU and withdrawing network affiliation from KRON-TV.

■ "These two proposals," the *Chronicle* contends, "constitute perhaps the biggest rearrangement of station properties in television's short history, and the anti-trust questions involved are intricate and important."

The anti-trust issues are called a result of a suit settled last September by consent decree (AA, Sept. 28). The suit, brought by the Justice Department in 1956, charged NBC and RCA with conspiring to obtain tv stations in five of the eight biggest markets. The network already had the top three of these in New York, Los Angeles and Chicago.

The suit was designed to annul NBC's acquisition of a Philadelphia station from Westinghouse Broadcasting Co., and in the consent decree NBC agreed to dispose of the Philadelphia station.

The arrangement with RKO General, the *Chronicle* charges, was designed to bring another station to NBC to replace the one it was being compelled to give up, and RCA made the contract conditional on its ability to obtain a suitable replacement for the Washington outlet it proposed to sell to RKO General.

The replacement was found in San Francisco, and, the *Chronicle* states, "NBC first offered to buy our station, KRON-TV, which has been an NBC affiliate since 1949, for $8,000,000.

■ "The *Chronicle* didn't want to sell the station at all, but if it was to sell under pressure, it considered the price offered to be much too low."

NBC then agreed to buy KTVU, which had been the only one of the four San Francisco area tv stations without network affiliation.

The *Chronicle's* memorandum to the Justice Department claims that NBC tried to obtain KRON, offering less than its worth, by threatening—if the sale were refused—to buy KTVU and take away KRON's network affiliation. #

Ralph Whiting Joins Y&R as VP, Account Supervisor

Ralph Whiting has joined the Chicago office of Young & Rubicam as a vp and account supervisor.

Ralph Whiting

Mr. Whiting had formerly been with Earle Ludgin & Co., Chicago, since 1954, where he served as a vp, account supervisor and chairman of the executive committee. Prior to joining Earle Ludgin, Mr. Whiting was advertising director of Armour & Co.

Advertising Associates Adds 2 Accounts; Names Kamens

I. Tarlow & Son, Philadelphia, and Janney Cylinder Co., Philadelphia, have appointed Advertising Associates of Philadelphia to handle their advertising. At the same time, Arnold Kamens has joined the agency as head of its production and traffic departments.

"No, wait . . . one of those advertising guys must have lost this one. It says, "Solid Cincinnati reads the Cincinnati Enquirer!"

IT'S SO EASY TO IDENTIFY the newspaper you can count on to do the solid job for you in the great metropolitan Cincinnati area. For Solid Cincinnati reads the Cincinnati Enquirer. It reaches the solid market-that-matters . . . the families that have more, want more, spend more. Result: You're in *SOLID* in Cincinnati when *you're* in the Cincinnati Enquirer. Seen the latest Top Ten Brands survey? Very interesting. Write The Enquirer's Research Department for a look.

Represented by Moloney, Regan & Schmitt, Inc.

PERLE MESTA IS HAVING A BALL

. . . and you're all invited. The place: The Saturday Evening Post!

Whoopee! You're hereby invited to the gayest, giddiest, most glamorous event of the year: the "coming out" of Perle Mesta's fabulous life story.

You'll have a wonderful time! You'll meet the presidents, kings and movie stars who have flocked to Perle's parties. Learn about the time she tried to play matchmaker for Margaret Truman and John Kennedy. How she once threatened to set Sam Rayburn's coattails on fire. About the time Judy Garland dazzled Perle's guests with an impromptu show at 3 o'clock in the morning.

"They Call Me Madam" by Perle Mesta is typical of the fun-packed fare you find in the Post. This is the editorial vitality that brings readers back to the Post time and time again—makes the Post the weekly magazine for HI-FREQUENCY exposure of *your* ad page. Looking for a wingding of a magazine where the selling climate is great? Join the party at the Post where everybody's celebrating the big gains in circulation, pages and revenue for the first quarter . . . and the *even bigger* gains in business on the books for the first six months of 1960! Cheers!

Can you identify the celebrities in the sketch who appear in Perle's story? Here are their names in alphabetical order.

Lauren Bacall · Edgar Bergen and Charlie McCarthy · Irving Berlin · Eddie Cantor · Carol Channing · Zsa Zsa Gabor · Judy Garland · Celeste Holm · Lyndon Johnson · Estes Kefauver · John Kennedy and Mrs. Kennedy · Clare Boothe Luce · Joe Martin · Ethel Merman · Lily Pons · Sam Rayburn · Ginger Rogers · Eleanor Roosevelt · Adlai Stevenson · Margaret Truman

A CURTIS MAGAZINE

The Saturday Evening
POST
THE INFLUENTIALS' MAGAZINE

READERS TURN AND RETURN TO YOUR AD PAGE IN THE POST . . . THE HI-FREQUENCY WEEKLY!

Portland Maine

the launching pad of

3 Little Kittens

NEW COMPLETE

Cat Food

Portland Maine Newspapers

PRESS HERALD EVENING EXPRESS

SUNDAY TELEGRAM

94% coverage of ABC retail zone

100% coverage of city zone

represented by Julius Mathews Special Agency

I 6 2

product testing

FIRST in the United States among cities under 150,000 population.

SIXTH in the United States among ideal testing cities regardless of population.

SECOND of all testing cities in New England regardless of size.

source: Sales Management

Fight Back at Critics of Ad Field: Cummings

Madison Ave. Replaces Wall St. as 'Whipping Boy,' Compton Head Says

CHICAGO, April 19—Barton A. Cummings, president of Compton Advertising, yesterday lashed out at critics of the advertising field and admen who have taken a defensive posture in the face of current criticisms, rather than an offensive one. Mr. Cummings urged admen to stop being whipping boys and to fight back at critics of their business.

"It seems to me there have been too many [admen] who have been only too ready to shoot off their mouths about what's wrong with advertising," Mr. Cummings said in a talk to the Agate Club of Chicago. "They have been too eager to sound off in the public prints about the ills of our business.

"They have accepted blame for defects in today's society with which advertising really has little or nothing to do. Have these self-appointed spokesmen actually not been somewhat presumptuous in assuming responsibility for such enormous powers over the American people in the areas of taste and morals?

■ "They assume we are able to make people buy something. Gentlemen, I have spent my life dealing with consumers and—I think you'll agree—nobody makes them buy anything. I guess some of you have discovered this also prevails in the case of selling to media buyers," Mr. Cummings said.

"In blaming advertising for all the ills of today, in raising a hue and cry about the so-called Madison Ave. influence in our society—probably I should also say Michigan Ave.—too many people have fallen into a neat trap. As a convenient whipping boy, Madison Ave. is occupying the unenviable place once held by Wall St."

Mr. Cummings criticized some anti-advertising sermons preached by at least two ministers, singling out the Rev. R. J. McCracken, of Riverside Church, New York, in particular. On the other hand, the Compton president praised the minister of his church for being able to see values and benefits of advertising.

■ "Isn't it about time that we, in the advertising business, took off our sackcloth and ashes and took the offensive?" Mr. Cummings said.

"Let us represent our profession as skillfully as we represent our clients. Let's stop looking at our business with a microscope and instead use field glasses in scanning the American horizon.

"Why should we not remind ourselves—and others—that what we are doing is, among other things, keeping in motion the greatest industrial civilization the world has ever known?"

How research helped Comet to become the largest selling cleanser in the U.S. was reported by Mr. Cummings.

Before Comet was marketed by Procter & Gamble, the Compton executive said, the agency conducted a consumer survey to find out what women wanted most in a cleanser. The study disclosed that housewives wanted a cleanser which would remove stains easily. Analysis showed that no competitive product had ever exploited stain removal, according to Mr. Cummings.

The stain removal ability of Comet was emphasized in advertising for the new product. Eighteen months after Comet first appeared in test markets, it became the largest selling cleanser and has kept this spot ever since, Mr. Cummings said.

■ The rugged Mr. Cummings then ripped into critics of research. "I suspect that one of the reasons critics of research have become cynical is that they have penny-pinched when they had research done," he said. "Let's face it. Good research is expensive.

"In the long run, however, bad research is the most expensive research in the world. I say this because bad research is worse than no research. Bad research can throw you entirely off the right track, send you up blind alleys where you'll really get hurt and warp your judgment." He urged admen to do nothing but "good research." #

FOR THE MANUFACTURER WHO HAS EVERYTHING!

(Well, Almost Everything!!)

He's the manufacturer with a *good* product, good package and good distribution set-up. What more could he want? MORE SALES, of course!

If you happen to be in his position in Central Iowa, WHO-TV can help you reach and *sell* more people, at low cost.

The popular Early Show (4 p.m.-6:05 p.m. Monday through Friday) is a good example. It starts with a fast-paced cartoon segment* for kiddies, then features a full-length movie* for mom, and signs off with news for dad . . . gives you an average of 67,515 viewers per quarter hour, at only $1.18 per thousand!

Results? You bet — plenty of them! And this is only one of many outstanding values on WHO-TV, every day of the week. Ask PGW for availabilities.

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**MGM Package ★ WARNER BROTHERS "Vanguard" ★ "Showcase Package" ★ NTA "Dream," "Champagne," "Lion" ★ SCREEN GEMS "Sweet 65" ★ HOLLYWOOD TELEVISION SERVICE "Constellation" ★ M and A ALEXANDER "Imperial Prestige" ★ PARAMOUNT LIBRARY and others.*

• • • • • • • • • • • • • • • • •

NSI SURVEY
DES MOINES-AMES AREA

EARLY SHOW — TOTAL AUDIENCE PER QUARTER HOUR			
	November, 1959	February, 1960	Percent Increase
VIEWERS	54,832	67,515	19%
HOMES	27,410	32,150	23%

WHO-TV is part of Central Broadcasting Company, which also owns and operates WHO Radio, Des Moines WOC-TV, Davenport

WHO-TV

Channel 13 • Des Moines

NBC Affiliate

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc., *National Representatives*

"Representative coverage my elbow. Give me one of your masterpieces in a page in the New York News. I need those 2,200,000 exclusive News readers. You told me yourself that 65% of them are from the over-$5,000 bracket. We got merchandise to move, chum!"

'No Excuse for Us' on Poor Taste Ads: Cone

(Continued from Page 1)

the word advertising like a dirty word," they "are smearing some pretty good people" among advertisers, agency men and media.

■ He said John Crosby, *New York Herald Tribune* syndicated columnist, is a very entertaining man, but that he was "tired of Mr. Crosby's way of thinking, and I deplore the use of editorial freedom to exploit one's prejudices and make facts out of one's personal opinions, as Mr. Crosby did recently, again, in the matter of the Nielsen reports—which he brands inadequate and misleading."

Mr. Cone said advertising people should be the first to point out any case in which advertising is used unethically.

"I have suggested before that the media offer the best hope for the rigid, successful policing of all advertising, and goodness knows, certain magazines and certain newspapers have exercised censorship ever since I have been in this business," he said.

Most dishonest advertising, he continued, "is local advertising."

Neither the Four A's interchange nor the Assn. of National Advertisers' proposal of an industry supervisory committee promises much help, he said. The only effective policing is offered by better business bureaus and local media, he added.

■ Mr. Cone, who said television is giving the public what the majority of the public—something like 91%—wants, declared that programming is no more the agency's responsibility than is the publishing of a magazine or newspaper. "For to place advertising or not in programs that are offered is our only choice. The idea of our insistence on any programming that any network or any station doesn't want is a fiction and a libel on the advertising agency business."

■ Robert M. Ganger, out-going chairman of the Four A's and board chairman of D'Arcy Advertising Co., proposed that the industry attempt to discover "what makes people dislike advertising.

"I think we need to know more about what annoys people, irritates people, what makes them mad at advertising," he told the session. "I know we're treading on sacred sales-producing ground, but I think we need to know a lot more about frequency—how often can we repeat our message without wearing out our welcome."

Mr. Ganger suggested that advertising could produce more sales and more good will "by further strengthening and enforcing voluntary controls, by digging deeper into the true relationship between advertising and people, and by developing fresh, winning advertising techniques."

He said the most important thing now is to "establish an even closer working relationship among ourselves"—agencies, advertisers and media.

■ "In an industry as small and as highly competitive and as decisively influential as ours," he declared, "we must work even harder—and impersonally and objectively—to develop common viewpoints, to cooperate in moving our business ahead toward the single goal of enabling advertising to fulfill its complete function within our economy. We should not work toward making ourselves look good, as groups or individuals, but a spirit of cooperation must be developed because 'we will be judged not by what we say but what we do'."

■ Herbert M. Cleaves, exec vp of General Foods, White Plains, N. Y., who emphasized the "mutual responsibilities" of agencies and advertisers, gave a speech devoted to what could be done about current criticisms of advertising.

He suggested advertising "face up to the fact that in the marketplace of public opinion it is up against a 'Physician, heal thyself' situation."

Mr. Cleaves warned that no one-shot effort would make everyone love advertising. He proposed instead a consistent, continuous campaign taking the positive approach.

"I am confident advertising can do for itself what it has done for others," he said. "What's needed as a first step, it seems to me, is a thorough appreciation within the advertising business of advertising's values and contributions—a sober realization of advertising's indispensable importance to our way of life."

Mr. Cleaves said the industry must create for itself the image that "advertising means business." He said it needs to "gain the same degree of acceptance for itself as it has for the businesses and public service activities it serves."

■ He likened generalized criticism of advertising to a "trigger-happy soldier," and he cautioned agency men against reaching for the panic button when their business is criticized.

"The breast beating, at times, is really frightening," he said. "A great many who are not 'sinners' at all—and never have been—appear to be seeking salvation by reciting long litanies of self-reproach for the whole industry. These usually have to do with what's wrong that's being done by 'somebody else, not me.'

"It's true," said Mr. Cleaves, "that even the law-abiding slow down a bit when the motorcycle patrolman appears, but they don't stage conferences to review all the possible violations that might have been committed by some of their neighbors."

The General Foods executive said much distrust of advertising is attributable "to the fact that advertising, *per se*, in a great many instances has not related itself closely enough to all the other businesses of which it is such a vital part." He suggested that advertising people begin stressing the similarities between their field and other businesses, instead of emphasizing the differences.

■ He indicated that advertising men have underplayed the important role they have assumed in life and business and have overplayed the more glamorous aspects of their work. The result, he said, is that people get an erroneous image of the industry.

"The creative minds that just two years ago produced the vaccine of confidence that overcame the fear of recession," he said, should find it relatively easy to give the public "the true image of advertising's importance."

■ Robert E. Allen, president of Fuller & Smith & Ross, described the operation of the association's interchange of opinion on objectionable advertising. He said that in the past five years, 260 criticisms have been processed by the 17-man committee. Of these, he said, a majority of the committee had found 151 (58%) objectionable. Of the offending 151, 88 were thought to be in bad taste, 44 were considered manifestly misleading, 19 were considered excessively derogatory or objectionable for some other reason.

In the past two years, Mr. Allen reported, there have been only four instances where the committee regarded advertising as objectionable and the responsible agency failed to take corrective action or make a satisfactory reply. Three of the agencies, he said, were not members of the Four A's (the fourth case is under review).

(In other meetings in recent months, Four A's officers and staff members have said that where compliance was not forthcoming, Four A's agencies would be asked to resign.)

■ Mr. Allen asserted that "the interchange has been effective voluntary self regulation." He urged his listeners to watch for objectionable advertising and to send in complaints.

He also called attention to the Cleveland plan (AA, March 14) for effective local self regulation of advertising (the model for the AFA's vigilance committee operation), and kits explaining the Cleveland plan were available at the meeting.

■ The plight of the British advertising agency business, its needs for personnel in the future and its system of training were described to the meeting by Sinclair Wood, chairman of F. C. Pritchard, Wood & Partners and president of the Institute of Practitioners in Advertising. He emphasized the modest size of British budgets and reported that 240 agencies are members of IPA, of a total of 600 agencies recognized by media. The 240 IPA's members account for 85% of total agency billings, he said. The IPA also has individual members and thus is both a trade association of agencies and a professional association of agency staff members, he said.

British advertising has to contend with traditional snobbishness toward "business," summed up by Mr. Wood as the feeling that educated people should not go into business and that business people do not need to be really educated.

■ The statistics on Britain's advertising growth: National income due to rise from $56 billion to $67.2 billion between 960 and 1969. National advertising expenditure to rise from $11,200,000 to $14,000,000 in the same period.

About half the advertising total is handled by agencies, which now employ 18,000 people, about 12,000 of them skilled. The number of skilled people will have to increase to 14,400 by 1969, and since 5% leave advertising each year, some 8,400 people will be needed over a ten-year stretch—an annual average of 840 people, compared with 2,100 for the U. S. (based on estimates by Norman Strouse, of J. Walter Thompson Co.). Of the needed group, about 35% will be creative people, 17% account men and the remainder in media and production.

Mr. Wood traced the problems of recruiting, making it clear that British universities are not presently interested in advertising; that recruiting is concentrated in and examination proceses of IPA—and many Americans learned that only 50% of IPA students pass finals, and that five years' working experience is required to take the final examination.

■ The Four A's elected Harry Harding, exec vp of Young & Rubicam, New York, as its chairman. Edwin Cox, chairman of Kenyon & Eckhardt, New York, was elected vice-chairman. Named secretary-treasurer was Arthur G. Rippey, managing partner of Rippey, Henderson, Bucknum & Co., Denver. Mr. Harding succeeds Robert M. Ganger, chairman of D'Arcy Advertising Co., New York. #

NEW LINE—*Kubla Khan Food Co., Portland, Ore., is introducing its new Sukiyaki frozen dinner with newspaper ads in the northwest markets and in Sunset Magazine. Botsford, Constantine & Gardner is the agency.*

Texaco Customers Get Chance to Write Own TV Commercial

NEW YORK, April 21—Texaco Inc. is offering viewers a chance at prizes—but no fame—in a write-it-yourself tv commercial contest.

People who think they can turn out better commercials than the professionals are invited to visit any Texaco dealer in the U. S. and Canada and pick up an entry blank for the contest. The contest material will include a tv storyboard—a series of drawings showing what the commercial will look like on the screen—and facts on Texaco's gasoline sales story. Contestants must supply the words to go with the pictures in the sample commercial. Entries must be postmarked not later than June 15.

As incentives the oil company is offering more than 1,200 prizes ranging from a trip for two to Hawaii to bikes. Some of the winning commercials also may be used on the air, but Texaco is not promising this. If they are used, there will be no public announcement crediting the winning writers; they will, however, be privately notified that their commercials have been scheduled.

■ Texaco, through Cunningham & Walsh, is advertising this contest heavily. Page b&w ads have been set for *American Legion Magazine, Life, Look, Reader's Digest, The Saturday Evening Post* and *Sunset*. Several ads will run in approximately 300 newspapers.

On tv, word of the contest is being spread by a spot schedule in nearly 100 markets as well as through the commercials on Texaco's regularly sponsored nightly Huntley-Brinkley newscast on NBC. #

Cory to Concentrate on Print Ads with $200,000 Drive

CHICAGO, April 21—Cory Corp. is spending more than $200,000 in an extensive print advertising campaign this year for its line of kitchen appliances. The total national ad budget, about 15% above 1959, is devoted to print this year.

Shelter books will carry page ads late in the year, and small-space ads, designed to gain attention through repetition, will run in other publications.

Commercial ads to promote Cory's institutional line will include a few make-up tricks to gain visibility; notably a checkerboard arrangement of four quarter-page bleed ads on two facing pages in *Institutions Magazine*. The two-color ads will run in the upper right and lower left of each page, with editorial copy interspersed.

■ In a similar arrangement, Cory will take the upper half of a left page and the lower half of a right page in *Food Service*.

Here is Cory's print lineup:

B&w pages in *Better Homes & Gardens Christmas Ideas, House Beautiful* (November), *House & Garden* (December) and *Town & Country* (November); half-pages in October, November and December issues of *Sunset;* quarter pages in *Esquire* in November and December, and in *Fortune* in September and October; 13 35-line ads at various times in *Newsweek, The New Yorker, U.S. News & World Report* and *Wall Street Journal*.

Commercial and trade ads are also scheduled in *American Restaurant, Chain Store Age, Drive-In Management, Electrical Merchandising Week, Fast Food, Food Service, Hardware Age, Hardware & Housewares, Hardware Retailer, Institutions* and *Restaurant Equipment Dealer*.

Herbert Baker Advertising, Chicago, is the agency. #

Melchor Guzman Files Voluntary Bankruptcy Petition

Melchor Guzman Co., New York, at one time one of the largest foreign media representatives operating in New York, has filed a voluntary bankruptcy petition in federal district court in New York. Melchor Guzman, president and treasurer, listed liabilities of $90,301 and assets of $2,357.

The largest creditor is the Caracas daily, *El Nacional*, which is owed $17,407. Presa Grafica Cubana, publisher of the Cuban magazines, *Bohemia* and *Romances*, is down for $12,829. Other creditors are *Editoria Panama*, $10,770; the Honduras radio station, HRN, $4,450; *La Republica*, Bogota, $3,197, and *El Eco de Honduras*, $3,529.

Hazel Bishop Ltd. to D&C

Hazel Bishop of Canada Ltd., Toronto, has appointed Donahue & Coe (Canada) Ltd., Montreal, to handle its advertising. The move follows the appointment of Donahue & Coe, New York, to handle advertising for Hazel Bishop Inc., New York, parent company, in January (AA, Jan. 25), upon the dissolution of Raymond Spector Co. The Spector agency, Bishop's house agency since about 1950, had handled both the U.S. and Canadian Bishop companies.

Ford Advances Godfrey

Richard A. Godfrey has been appointed car marketing manager of the Ford division of Ford Motor Co., Dearborn, Mich., succeeding L. A. Iacocca, who recently was named to the new post of vehicle marketing manager. Mr. Godfrey, who joined Ford in 1945, most recently has been manager of the Ford division's Kansas City district sales office.

The parabolic-shaped antennas used in electronic communications are called dishes.

Dishes can be seen atop microwave relay towers strung across the countryside for TV network and long-distance telephone use. Like great searchlight reflectors, they efficiently concentrate and focus the signal from point-to-point.

Like strategically placed dishes, the 37 Fairchild news bureaus flash the latest news to headquarters. Engineers and executives appreciate the speed, clarity, and sharp focus of Electronic News.

dish

dish

dish

P.O. Finds Postal Rate Hike Won't 'Break' Advertisers or 'Depress' Media

(Continued from Page 1)

Chicago management consultant. On higher third class rates, it said serious direct mail advertisers are concerned largely with the effectiveness of their mailing lists and their materials. Higher postage rates, within reason, would not be likely to deter them, the report said.

■ The department's 103-page "survey of postal rates" is probably the most comprehensive analysis of mail flow yet to be developed. On the basis of the study, Postmaster General Arthur Summerfield concluded: (1) First class rates are substantially below the value of the service; (2) Rate concessions in second class mail are far in excess of any reasonable allowance for educational value and (3) the current deficiency in third class forces citizens to make up in taxes 1¢ for every piece of bulk mail they receive.

The report says existing second class rates make no sense from a rate-making standpoint. Most revenue comes from pound rates, whereas piece is the big factor in postal cost. Nearly 40% of second class mail, involving local or nonprofit publications, is handled at rates which are unchanged since 1925, the report said, and about 20%, including the newspapers receiving "free in county" handling, enjoy rates which date from 1879.

■ As a remedy, the department wants Congress to put a flat surcharge of 0.5¢ on all publications now paying pound rates. It acknowledges that the impact would fall largely on small publications which now pay as little as 0.5¢ per copy at pound rates, but it contends these publications are a major source of second class deficits.

The department also wants to eliminate the historic "free in county" service and raise rates for local delivery. It says the cost would amount to no more than 8¢ per month for large weeklies and 30¢ for local delivery of heavier dailies.

For further authority to support its claim, it reports that McKinsey & Co. found that "neither the dissemination of magazines and newspapers nor the financial position of these publications would be impaired by increases in postal rates." Even at new rates, McKinsey found, the cost of mail delivery would still be below the cost of newsstand distribution. Typical newsstand commission is now 6.4¢, McKinsey told the department. Under proposed rates a 12 oz. magazine with 50% advertising to the fourth zone would be paying the post office 3.7¢ in 1961.

■ The department told Congress that McKinsey's report shows that 77% increases in wages and 68% increases in paper costs between 1946 and 1958 were easily shifted to advertisers and subscribers by magazines, without depressing circulation or seriously depressing advertising linage.

As for newspapers, the department noted that the McKinsey studies show that metropolitan papers mail no more than 2% to 3% of their copies. Small town dailies use the mail considerably but spend little for postage. Small weeklies would be increased only 0.7¢ per copy; they have "expressed little concern," in interviews with McKinsey representatives.

The department also drew on its report by McKinsey & Co. to support its request for a 3¢ piece rate on bulk third class and for other third class increases.

■ With respect to the impact of further increases in bulk third class rates, the McKinsey report declared: "Postal rate changes in the past have had no apparent effect on the competitive position of direct mail as an advertising medium. Furthermore, the level of postal rates at which the competitive position of direct mail would be affected in relation to other media appears to be some point well above current rates."

McKinsey told the department: "Our discussions with advertisers confirm (1) that the decision to use direct mail is based on the conviction that it is the most suitable medium to do a given job and (2) that since postage costs are but a moderate portion of the total cost of direct mail operations, rate changes within any reasonable range would not control or materially influence the decision to employ direct mail."

According to McKinsey, few if any advertisers have entered direct mail merely because postal rates are low. The consultant said it doubts seriously that any will leave merely because of a moderate increase.

■ With respect to mail advertising, it commented:

1. The decision to use direct mail does not depend on either cost per 1,000 or on postage. It rests instead on other considerations, particularly ability to reach a specific market.

2. Direct mail is used only when it is possible accurately and narrowly to define the potential market for a product or service and to reach that market with precision. When these conditions are met, and when the promotional literature is well designed, sales results can be obtained that make direct mail a low cost medium in terms of cost per sale.

3. Direct mail advertisers deal with two variables—the accuracy of the mailing list and the power of the mail piece. Postage affects the cost per sale of a mailing, but it isn't a critical factor; a very small change in the response rate produces sales results that greatly exceed proposed increases. [Postage] is not a critical economic factor, nor of such magnitude as to control decisions. In selecting direct mail, the advertiser is deciding on an inherently high-cost medium, of which postage accounts for perhaps one-third of total cost, and acts on the assumption that he can obtain a favorable cost per sale ratio by skillful work on lists and on the material he sends.

"If he is successful it is not because postal rates are low, but because he accurately reaches his potential market with a strong selling mail piece. In any case, the postal rate—so long as it is in any reasonable proximity to present rates—is not the make-or-break factor in this business."

■ More than 40 pages of the report were devoted to a meticulous analysis of the second class category. It pointed out that second class covered 24% of the weight of mail handled in 1959—12% of the pieces—and supplied less than 3% of the department's revenues. It contended revenues from second class just about covered payments for railroad and other transportation services. Only about $10,000,000 was left over to pay for mail handling, carrier and rural delivery service, operation and care of buildings and other expense totaling $300,000,000, the report said.

■ The report made a special effort to undermine the contention of publishers that commercial publications, paying zone rates for advertising, come close to paying their own way.

Of a $280,000,000 second class deficit, the Post Office said, $179,800,000 can be charged to the "regular" zone rate publications (newspaper and magazines). It admitted that these publications represent only 60% of the pieces and 77% of the weight, but they provide 79% of the second class revenue.

Utilizing its own cost studies, it reported that in 1959 advertising portions comprised 49% of the weight of all zone rate publications, and reading portions 51%. On the basis of existing rates, it said, the advertising portions produced revenues which covered 39% of cost, while reading portions paid only 21% of cost.

Assuming a $177,000,000 deficiency in handling regular zone rate publications, the analysis argued, then the cost to the public for handling the advertising portion of these publications was $77,000,000 and the cost of the reading portion $101,000,000.

■ Although advertising zone rates range as high as 14¢ per lb. to the eighth zone, compared with 2.5¢ for reading portions, it hasn't paid off in practice, the report said. "In 1959, over 72% of the advertising matter subject to pound rates was delivered within the nearest three zones, where the top charge for advertising content is scheduled to rise to only 4¢ per lb. in 1961."

Pound advertising not only represents a significant portion of second class matter, the report laments, but it is increasing. In the 1935-'39 period, it comprised only 39%, by weight, of all zone publications, while in 1955-'59 it was 51% of 2,200 different publications analyzed by the department. Two out of five had advertising exceeding half their content, and one out of six had advertising making up 60% or more.

Noting that extensive advertising isn't confined to obscure publications, the report told Congress: "Among the publications noted with advertising matter in excess of 60% of the total volume there were four of national prominence. One, a noted business publication with monthly circulation exceeding 300,000, contained an average of 60% advertising. The second, a leading farm publication with monthly circulation of more than 3,000,000, had 63% advertising. The third, a weekly news magazine, with circulation of more than 2,000,000, showed 61% advertising. And the fourth, devoted mainly to literary comment and humor, with circulation exceeding 400,000 a week, contained 68% advertising."

■ While it conceded that existing law allows publishers to have advertising up to 75% in half their yearly issues, it contended: "The recurrence of substantial annual postal deficits, attributable in large measure to advertising in magazines and newspapers clearly calls for reconsideration of the level of postal rates for this service."

The department says it has no intention of discussing merits of the various kinds of publications which are admitted to second class, but that a special analysis has been made so Congress can see what is going on.

Of 637 "general interest" publications covered in a 13-week study, news magazines were the biggest second class mail users. They were followed by the fiction and general group, women's interests and fashions; movies, radio, and tv; and pictorial other than news. Altogether the department handled 384,350,000 copies of these publications during the test.

The percentage breakdown of pieces was:

News magazines	29.3%
Fiction and articles of general interest	21.1
Movie, radio and tv magazines	6.8
Pictorial other than news	5.3
Home and garden interest	4.8
Sports	3.6
Men's interest and fashion	2.6
Romance stories	2.6
Mechanics and science	1.7
Business	1.5
Agriculture	1.1
Travel and tourism	1.1
Crafts, models, hobbies, pets and amusement	1.1
Adventure, detective, mystery, crime and western fiction	0.9
Children's and youth interest	0.5
Art, music, antiques and literature	0.5
Comics and comic technique	0.4
Miscellaneous	2.5

ONE LOOK, SIX VIEWS—*The U. S. Air Force is taking advantage of Look's regional editions with six custom-tailored ads to run in the magazine May 10. A different air base will be the central subject of each of the ads, which are aimed at potential Air Force candidates and those who influence career decisions of young men and women. MacManus, John & Adams, Bloomfield Hills, Mich., is the agency.*

Proposed Rule Curbs Interest Forecast Ads by Savings & Loans

(Continued from Page 1)

fore the new dividend period.

■ The proposed regulation has been advocated by some savings officials who feel competitive pressures have forced some institutions to adopt dividend rates which result in dangerously low rates of liquidity. Thirty days have been allowed for comment.

Several years ago the board circulated rules to prevent members from advertising for deposits in areas remote from their own community. That proposal ran into strong opposition and was ultimately abandoned. #

Palmer, Codella Adds Office

Palmer, Codella & Associates has opened an office in the Oliver Bldg., Pittsburgh.

Kiwanis Inserts New 'Wrong' Answer on Ads in 'CQ' Quiz

CHICAGO, April 22—Kiwanis International has changed one of the multiple-choice answers to its statement concerning advertising in its citizenship quotient campaign (AA, Feb. 15).

In the folder which lists 20 statements to be answered by those wishing to measure their citizenship, No. 13 now says: "I rebel against false and misleading advertising." The choice of answers: (A) Yes, (B) "Once in a while," (C) "False advertising doesn't bother me."

The third choice of answers formerly was "Advertising is designed to 'sell.' "

The third answer was changed because of "misinterpretation" on the part of some people, according to L. A. Hapgood, director of Kiwanis program development. He said letters were received questioning the answer.

■ The folder is part of a good citizenship program "to challenge each individual of each community to appraise his personal citizenship quotient," which the organization calls his "CQ."

Kiwanis allots five points for a "yes" answer, three points for the second, and none for the third. Before the third choice of answers was changed to its present form, one point had been allotted for it. #

'BH&G,' 'Good House' Drop Premiums on Bleed Advertising

NEW YORK, April 22—Following a path blazed by *Reader's Digest* and *McCall's*, *Better Homes & Gardens* and *Good Housekeeping* have announced discontinuation of bleed charges.

Better Homes & Gardens will eliminate bleed premium on all b&w, black and one color, four-color page and half-pages, effective with the July, 1960, issue. Bleed premium will also be eliminated on covers for both national and regional editions. There will be no changes for *Successful Farming* and the BH&G Idea Annuals. *Good Housekeeping*, effective with its July, 1960, issue, will discontinue bleed charges on all ad units, giving advertisers an extra 28.2% more space for each ad. Ad rates for the magazine are based on $16,700 per b&w page.

■ Scrapping bleed charges has become increasingly popular with shelter and women's magazines over the past year, although pioneering the trend was a general magazine, *Reader's Digest*, which discontinued bleed charges in January, 1959.

Following the *Digest's* lead was *McCall's*, which eliminated a 10% premium charge for bleed pages with its October, 1959, issue.

McCall's has announced it will give advertisers in its January, July and August issues special discounts of up to 10%. National advertisers using three or four pages or the equivalent in any of the three issues will be entitled to a 5% discount; advertisers using five or more pages or the equivalent will earn a 10% discount. Discounts are offered effective with *McCall's* July, 1960 issue. #

Gould Adds Two Accounts

Irving Gould Advertising, Philadelphia, has been named to handle advertising for Borden's Milk & Ice Cream Co.'s eastern region and A. L. Hyde Co., Grenloch, N. J. Lavenson Bureau of Advertising, Philadelphia, was the Borden unit's previous agency. Hyde, custom plastic molder, formerly placed direct.

Have you ever read FACTORY's "Contents"?

Do it now, please. Why? because it will give you quick insight to what FACTORY does for the men who *run* manufacturing plants—and who must buy things to do it. It will show you that here is a publication that deals editorially only with the ideas and equipment *and* the management techniques needed by the men who manage manufacturing plant operations.

FACTORY's circulation is over 70,000 paid, over 90% in manufacturing.

FOR BETTER
- PLANT MAINTENANCE & ENGINEERING
- PRODUCTION
- PLANT MANAGEMENT

MARCH 1960

FACTORY

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EDITOR-IN-CHIEF
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George A. Hoy, Associate

SENIOR EDITORS
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Mexico City, Tokyo, Beirut, Caracas

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William J. Brown, Cost Index
Alfred Litwak, Business Trends

ADVERTISING AND BUSINESS DEPARTMENT
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Bain Brown, Manager

DISTRICT MANAGERS
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T. W. Van Winkle, Detroit
B. M. Kewin, A. B. Martin, R. P. Rose, Chicago
B. M. Kewin, St. Louis
R. L. Yocom, Los Angeles
J. H. Herman, San Francisco
M. R. Miller, Atlanta
R. T. Wood, Dallas
J. W. Patten, Denver
F. E. Schirmer, Norman Strick, London; M. R. Zeynel, Geneva; Stanley Kimes, Frankfurt

FEATURES

We Buried "It Can't Be Done" **80**
Epitaph for an attitude helps Remington Rand improve methods.

How to Recruit and Hold Technical People **85**
Follow this step-by-step story to savings in recruiting costs.

Inside the Plant Maintenance and Engineering Show **88**
Last-minute report on equipment trends and management thinking.

The Incentive Audit **91**
Recent findings show how to corral runaway standards.

Are Your Words Getting Through? **95**
Use this chart to test your communications skills.

Light Touch for Lighting Maintenance **96**
Here's a handbook that will brighten your relamping operation.

Two New Ways to Measure Maintenance Efficiency **98**
Even an integrated production plant can use these methods.

Warehousing Today **101**
It's no longer production's stepchild.

Electric Railways Stage a Comeback **110**
Alcoa revives low-voltage intra-plant railway—proves it pays off.

Special Report on AIEE's Big 1960 Meeting **112**
Big news is computer simulation of production problems.

The Problem Manager—Who is he, what makes him tick? **113**
Understand him and you'll be better able to deal with him.

COVER STORY—Maintenance Incentives Do Work **226**
To prove the point, this company has already saved $150,000.

CASEBOOK...p. 185

Classroom on wheels eliminates the need for plant office space in which to conduct training at Rohr Aircraft (page 186) . . . Experts reveal their pet methods for **training maintenance supervisors** (page 190) . . . Simple, yet foolproof, **warning system ends threat** of costly pile-ups on the conveyor lines at Carling Brewing (page 194) . . . Read how United States Steel summons **maintenance men in a hurry** from anywhere in the plant—just by dialing in on a new two-way radio paging system (page 197).

NEWS

PRESS TIME REPORT: Looking Ahead in Business, Problem-Solving Guide, Cost Index of Plant Maintenance, and Looking Ahead in Labor ..... *after* **72**

EDITORIAL: More Labor Trouble Ahead? Storm warnings are up **79**

EQUIPMENT NEWS: Tractor spares muscles, chairs that hang onto table ***118***

LABOR RELATIONS NEWS: Court rules employee must do it company's way ... ***216***

CATALOG NEWS: March selection describes plant sites and new products ***256***

MATERIALS NEWS: What's New? "Educated" tape, shim stock, metal panel ***272***

DEPARTMENTS

LETTERS: A disgruntled FACTORY reader gets his chance to speak **6**

HUMAN RELATIONS: Man outwits machine, working women analyzed ***204***

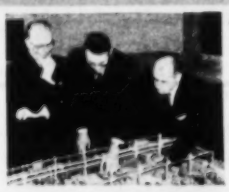
IDEAS OF THE MONTH: No-bounce hammer, saw that protects fingers ***208***

BOOKS: Reviewer sees labor problems reduced by understanding ***278***

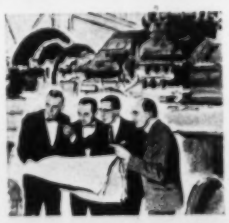
FILMS: Reels on weather building, circular saw safeguards, others ***282***

ADVERTISERS' LITERATURE ***284***

COMING NEXT MONTH



Managed Costs—How one plant management team uses the concept to trim manufacturing expense. **Production Counting**—Engineering and Technology Report No. 4 will help you solve the problem of getting accurate, fast, economical production data. **The Coming Marvels in Building Materials**—You'll be amazed at what the future has in store. **More Zip When You Sit**—Your plant meetings will be better run if you heed these tips from some of our country's dynamic young presidents.



THE COVER

Amid the vibrant color of the plant, DeLaval's Grove, Nurko, Jurgensen, and Hart (left to right) check progress of company's cost-smashing maintenance incentive plan.

Artist — Frank Lacano

FASTER READER SERVICE: All RS Card inquiries are now handled by electronic computer.

69TH YEAR OF PUBLICATION

March 1960 Vol. 118 No. 3

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FACTORY

A McGRAW-HILL PUBLICATION 330 WEST 42nd STREET, NEW YORK 36

SITTING PRETTY!

1144 Chain Drug

BECAUSE NOTHING

Stores tie in with Good Housekeeping's

3rd Annual Health and Beauty Promotion

WONDERWORLD FOR WOMEN

When a promotion gets results, you run it again and again. And that's just what Good Housekeeping is doing.

For the third consecutive year, Good Housekeeping is putting its climate of confidence to work for national health and beauty advertisers and 26 drug chains. Again, from May 19 to June 20, powerful editorial support, eye-appealing in-store displays and a steady stream of cooperative newspaper ads and radio commercials will be influencing consumer product choices in favor of those advertised in Good Housekeeping. Watch for the results... you'll want to be in on the next Good Housekeeping promotion. For details, write to Drug Merchandising Manager, Good Housekeeping, 57th St. and 8th Avenue, New York 19.

26 Drug Chains ready month-long displays

Albright & Wood	Mobile, Alabama
Bert's Drugs, Inc.	Anchorage, Alaska
Broward Drug Stores	Fort Lauderdale, Florida
Cunningham Drug Stores	Detroit, Michigan
Daw Drug Company	Rochester, New York
Dockum Drug Company	Wichita, Kansas
Drug Fair Stores	Arlington, Virginia
Gray Drug Stores	Cleveland, Ohio
Hook Drugs, Inc.	Indianapolis, Indiana
Jacobs Pharmacy Co., Inc.	Atlanta, Georgia
Katz Drug Company	Kansas City, Missouri
Katz & Besthoff, Inc.	New Orleans, Louisiana
Liggetts Drug Company, Inc.	Stamford, Connecticut
Madings Drug Stores	Houston, Texas
Fred Meyer, Inc.	Portland, Oregon
The Owl Drug Company	Los Angeles, California
Rea & Derick, Inc.	Northumberland, Pennsylvania
Rennebohm Drug Stores	Madison, Wisconsin
Republic Drug Company	Denver, Colorado
Ryan-Evans Drug Stores, Inc.	Phoenix, Arizona
Skillern's Drug Stores	Dallas, Texas
Snyder Drug Stores	St. Paul, Minnesota
Sun Drug Company	Pittsburgh, Pennsylvania
Sun Ray Drug Company	Philadelphia, Pennsylvania
T. P. Taylor & Company	Louisville, Kentucky
Veazey's Drug Company	Oklahoma City, Oklahoma

National Health and Beauty advertisers look forward to Spring sales boost

Absorbine Jr.
Aqua Ivy
Ban
Bobbi Pin-Curl Permanent
Bondex, Hot Iron Fabrics
Breck Shampoo
Come Alive Gray
Correctol
Cutex Nail Polish & Lipstick
Dentglo
Dentlock
Dr. Scholl's Arch Supports
Dr. Scholl's Foot Balm
Dr. Scholl's Zino Pads
Enzactin
Evenflo
Eye-Gene
Fasteeth
Fems Feminine Napkins
Fresh Cream Deodorant
Revlon's Living Curl
Murine
Odo-ro-no
Phillips Milk of Magnesia
Playtex Dryper Disposable Diaper
Pursettes Tampons
Q-Tips
Solarcaine
Sucaryl
Tampax
Unguentine

REPLACEMENT OR REFUND OF MONEY
Guaranteed by Good Housekeeping
IF NOT AS ADVERTISED THEREIN

PERSUADES LIKE THE TRUTH...

The Editorial Viewpoint . . .

Critics for Advertising?

No one deserves the title of "elder statesman" of the advertising business more than James Webb Young. He has given more time and thought, and more intelligent analysis, to advertising than almost any man alive. And the concept of advertising organized for public service, which came to flower in the Advertising Council, is largely if not entirely his idea.

So when Mr. Young suggests, as he does in the current issue of the *Saturday Review*, that advertising needs more public criticism from "career critics," his suggestion merits serious consideration.

"It is my thesis," he says, "that what advertising now needs is to be given, in public print, the same kind of continuing, knowing, responsible criticism as that given to the theater, music, the arts, books, and other major aspects of our culture."

The idea is intriguing, but we are not at all sure that its carrying out will accomplish any part of Mr. Young's notion that such public criticism will "make a major contribution to the better and wider use of advertising," nor that it will result in either greater effectiveness or greater efficiency for advertising.

We do not believe that advertising is in any way comparable to the theater, music, the arts and books, nor that it requires the same kind of criticism. The exercise of the arts, the writing of music and books and plays, results in something that stands by itself as a unified whole, and as a completed and accomplished fact. Books and plays and musical scores may have additional aims and they may inspire action by those to whom they are exposed; but they may also merely provide intellectual or sensual pleasure.

But no advertisement is a "whole thing." No advertising is written or produced (or at least it should not be) merely to be admired or delighted in, *as advertising*. It has a mission—not to be a great advertisement in the same way that a painting can be a great painting or a play be a great play—but to induce some definite course of action among those who see it.

In setting up his specifications for a competent critic of advertising, Mr. Young himself recognizes this distinction when he warns that a critic must first of all "know that 'advertising' is a set of facilities and techniques, as impersonal as electricity or atomic energy, and thus equally usable for noble ends or shabby ones . . . It is *advertisers* who need criticism—not advertising."

On this basis alone, it may very well be argued that critical appraisal of *advertising* misses the boat; and that what is needed is more critical appraisal of the business methods (including advertising) of those who have something to sell to the public. Advertising, like electricity, might better remain unnoticed in the background when it is used normally and well, and called attention to only when it is misused.

Public criticism of advertising consisting of the same kind of praise and blame and analysis that marks music, art and theater criticism, might conceivably help "clean up" advertising, but it might equally conceivably make it more innocuous, more self-conscious, and less efficient and effective as an instrument of business and of society.

Paepcke as Advertising Man

"Although he was never an advertising man," said the obituary of Walter P. Paepcke, chairman of Container Corp. of America, "he was named Industrial Advertising Man of the Year by *Industrial Marketing* in 1955 for his Great Ideas series."

Actually, no advertiser in recent years has gotten so much mileage out of a modest advertising budget as did Mr. Paepcke and Container Corp., unless it was Hathaway and its eyepatch man.

The Great Ideas series which Mr. Paepcke insisted upon—and make no mistake; it was his idea—contained no advertising message at all, and its Container Corp. signature was insignificant, usually. By any conventional standard it wasn't advertising at all—it was just a screwball patron of the arts exercising a whim.

And maybe this was true, for a while. But the advertising created conversation; it was noticed; and Mr. Paepcke said flatly and convincingly—and his associates somewhat less flatly—that it was doing for the company exactly what it was supposed to do. It was creating an image of imagination, ingenuity, style and quality which no conventional advertising could do.

It was difficult to argue with him, as Container grew rapidly to become the dominant factor in its field. And whether he meant to do so or not, Mr. Paepcke became an important advertising influence, and a major example of the new contention that how something is said—rather than what is said—and the image it creates, is more important than any other aspect of advertising.

The argument has by no means ended. But it is clear that the man or the company that departs from the accepted norm may, upon occasion, achieve results that are almost startling.

Gladys the beautiful receptionist

—James S. Crothers, Arndt, Preston, Chapin, Lamb & Keen, New York.

"I heard that Batten, Barton, Durstine & Osborn and Arndt, Preston, Chapin, Lamb & Keen were going to merge, but they couldn't find a telephone operator."

What They're Saying . . .

It's Different on the Air

It is not enough . . . for those of us in broadcasting to excuse ourselves on the basis that we should be able to do certain things on the air, in the way of advertising, because similar copy approaches are taken in the published media. We are dealing with a different instrument involving completely separate techniques of presentation. We can give offense with a gesture or an intonation in radio and television. Gestures and intonations cannot be printed.

—Donald H. McGannon, president, Westinghouse Broadcasting Co., speaking before the Broadcast Advertising Club of Chicago.

Knowledge at a Premium

Is it not true that on the whole the public's knowledge of life insurance is limited? Consider the average consumer's familiarity with our product compared with what he knows about various makes of automobiles and television sets. Haven't you heard the statement made that life insurance is rarely bought; it has to be sold. And when you compare the annual total of premium dollars with expenditures for many less essential goods and services, you soon realize that we have a real fight on our hands.

—Lewis Shaw, public relations manager, Massachusetts Mutual Life Insurance Co., in a talk at the Eastern Roundtable, Life Advertisers Assn., Washington, D. C., March 17.

Creativity's Challenge

. . . We're raising a generation that's cynical about advertising . . . Another thing, we need to use language in a fresh way. There are so many cliches. There's a joke currently going around: The adman's definition of death—"nature's way of telling us to slow down."

—Walter Weir, chairman of the executive committee of Donahue & Coe, in a discussion on creativity sponsored by the Advertising Club of New Jersey.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

Jim Young, advertising's elder statesman, thinks this business needs more and better public criticism, even though some sensitive souls are still cringing from recent flagellations.

•

Looks as if advertisers are not rushing in to sponsor tv-radio airings of the national political conventions next summer.

For oratorical fireworks, the mock conventions on college campuses may be considerably more exciting.

•

Standard Oil of New Jersey will soon be a national advertiser through its Humble Oil affiliate.

For companies operating under trust-busting court decrees, the first 50 years may be the hardest.

•

An advertiser hearing of Sam Snead's noble sacrifice when he found that extra club in his bag has hastened to shuck its sponsorship of the tv golf matches.

Must be another close relative of Caspar Milquetoast.

•

Golf's sacred rules about the number of clubs a tournament player may carry and taking practice putts on the green make the ancient and honorable game look more than a bit stuffy.

•

"More people are getting richer, Commerce finds."

Mirabile dictu, they have a little more left even after Uncle Sam gets through rifling their pockets.

•

The *Herald Tribune* advances the interesting information that 14,000,000 visitors will spend $1 billion for entertainment in New York this year, and it's a cinch the IRS will be checking up on their expense accounts.

•

"Brides," the ad points out, "need everything new and everything now."

And they'll get most of what they need if those wedding checks are sufficiently generous.

•

Machine Design suggests there may be a "halo" effect in advertising.

That simply means that when readers love the editor, they're likely to love the advertisers, too.

•

Santa Claus will arrive for an advertising couple just before the holidays next fall when *Esquire* announces the winner of its Paris vacation for two in its Christmas issue guessing contest.

•

"Multiply a pretty girl by a million," says *Glamour* of its beauty-conscious readership.

Even those who aren't pretty now are working on it.

•

A retail advertiser has sued a local better business bureau for running an ad about it headed, "Let the buyer beware."

The buyers must have bewared.

COPY CUB.

The Washington Post is first in Washington in General, Automotive, Financial, Classified and Total Advertising and gained 2,566,979 lines of Retail Advertising, 1959 over 1958 ... nearly four times the gain of any other Washington newspaper.

Year 1959
Media Records
First 50 Report
Total Advertising
7-Day Newspapers

1.	Los Angeles Times	78,690,743
2.	Miami Herald	60,267,704
3.	New York Times	60,056,995
4.	Chicago Tribune	56,237,322
5.	Milwaukee Journal	55,689,107
6.	Clev. Plain Dealer	47,589,274
7.	Washington Post	44,491,452
8.	Washington Star	44,270,539
9.	New Orleans Ti-P.	43,745,555
10.	Cincinnati Enquirer	42,328,964

FIRST IN WASHINGTON
IN CIRCULATION
IN ADVERTISING
IN AWARDS

Member Newspaper Color Advertising, Inc.
Continuity Rates Apply to Both Color and Black and White.

Represented by: Sawyer, Ferguson, Walker Co.—N. Y., Chic., Det., Atlanta, Phila., San Fran., Los Angeles; Joshua B. Powers, Ltd.—London; Senor G. Enriquez Simoni—Mexico City; Allin Associates—Toronto and Montreal; The Hal Winter Co., Florida Hotel and Resorts, Miami Beach; Tom McGill, New England Hotel and Resorts, West Roxbury, Mass.; Lou Robbins, N. Y. and N. J. Hotel and Resorts, 1265 B'way, N. Y.; Grant Webb Co., Financial Adv., N. Y., Chic., San Fran., Los Angeles, Seattle, Boston, Phila.; Puck, The Comic Weekly

...an' over to first!

ABC TAKES THE LEAD IN NETWORK SPORTS.

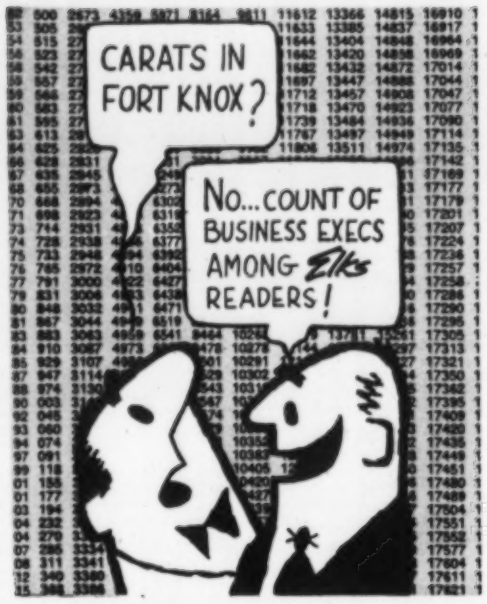
ABC Television will be sporting 189 hours of sports this year: major league baseball, NCAA football, pro boxing and pro golf.

This major development of the New Look of ABC breaks down like this: 13 afternoons of NCAA football (12 Saturdays and Thanksgiving); 25 Saturday afternoons featuring the baseball game of the week; 52 nights of professional boxing (switching to Saturday in the Fall); 26 afternoons of All-Star Golf; a number, as yet undetermined, of other eyefuls in the sports spectrum.

It pleases us, of course, to have the nation's press hail this program rounding-out as a major coup. Nonetheless, it represents not so much a coup as a "completing" of a continuing programming philosophy aimed at attracting the maximum of the younger audience. For it is the younger audience, with its growing families, that does the most viewing and the most buying.

These 189 sports hours can only widen this ultra-receptive audience reached by ABC Television.

WATCH ABC-TV IN '60
(more people will)



Elks has the highest percentage of business owners and officials of all men's magazines in the latest Starch Report—35.2%. Only 1 magazine of all 53 surveyed tops ELKS in this category.

Top occupational status accounts for ELKS high median income of $7220 . . . and explains why ELKS leads more ownership classifications than any other men's magazine reported.

This unmatched audience of businessmen is reached best by advertising in The ELKS Magazine. Contact your local ELKS representative for details, or write for our booklet—"The ELKS Market."

THE Elks MAGAZINE

New York, 386 Fourth Ave.
Chicago, 360 N. Michigan Ave.
Los Angeles, 1709 W. 8th St.

Idaho Grows More Potatoes, But—

WWTV AREA CONSUMER-INCOME TOPS IDAHO'S BY 9%!

NCS No. 3 shows that WWTV has daily circulation, both daytime and nighttime, in 36 Michigan counties.

True! People in Cadillac and Northern Lower Michigan—the WWTV, Cadillac coverage area—earn 9% more income than the entire population of Idaho.*

So you see there's lots, *lots* more to Michigan than the Detroit, Kalamazoo and Grand Rapids markets—and WWTV covers all the rest worth having! WWTV has NCS No. 3 circulation, both *daytime and nighttime*, in 36 Northern Lower Michigan counties. NSI (November, 1959) for Cadillac-Traverse City shows that *WWTV delivers more homes than Station "B" in 344 of 352 competitive quarter hours surveyed, Sunday through Saturday.*

Add WWTV to your WKZO-TV (Kalamazoo-Grand Rapids) schedule and get all the rest of outstate Michigan worth having. *If you want it all, give us a call!*

**Annual Consumer Spendable Income (CSI) in WWTV area is $971 million, and $937 million in Idaho.*

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

AM-TV-FM

WWTV

316,000 WATTS • CHANNEL 13 • 1282' TOWER
CBS and ABC in CADILLAC
Serving Northern Lower Michigan

Avery-Knodel, Inc., Exclusive National Representatives

Getting Personal

Malcolm Thiele, of McGraw-Hill's London office, had a right to look a little bewildered at the company's Atlantic City communications conference. He joined McGraw-Hill Friday, flew to New York Sunday, attended the conference on Wednesday . . . **Stanley Kimes** of the Frankfurt office drew howls of laughter with his description of German television, in which a Sioux warrior faces Marshal Dillon of "Gunsmoke," raises his hand in traditional Plains greeting, and says "wie gehts" . . . A series of films showing sales mistakes was brightened by the appearance of McGraw-Hill executives in bit roles, a la Hitchcock. At one point, **Angelo Venezian** appeared as a shoe shine boy; after finishing his shine job, he pivoted to face the camera, beamed and said, "You were expecting maybe Gregory Peck?"

Pete Bordes, vp of Station WCTC, New Brunswick, N. J., and a small-boat racing enthusiast, had a chilling experience at the finals of the frostbite racing series. His dinghy capsized, and he was tossed into the icy waters of the Sound . . .

Carter Tishler Hobbs Concesion Brown Howe
Demarest

COFFEE BREAK—*No budget talk, just happy Gay '90s refrain from these admen at the semi-annual sales meeting of the William Carter Co. at Bal Harbour, Fla. Gathered around pianist Art Demarest are William L. Carter, vp and ad manager for Carter's; Mark Tishler, group supervisor, BBDO Boston office; Whit Hobbs, BBDO associate copy chief; James Conceison, Carter's assistant ad manager; model Nancy Brown, and Richard Howe, New England manager of BBDO. The ties are in honor of Ernie Klack, the fictitious spokesman in Carter's ads.*

John Crawford, head of the department of advertising at Michigan State University, approaches advertising from the management point of view in his new textbook, "Advertising: Communications for Management," just published by Allyn & Bacon. The author was copy department manager for Leo Burnett and a Kenyon & Eckhardt vp before joining M.S.U. . .

Admiral William J. Marshall, president of the Bourbon Institute, has a new title: Commander of the Order of Merit of the Italian Republic. The citation from the Italian government is for "his constant cooperation in the development and modernization of the Italian navy" . . .

Kingsley Gillespie, editor and publisher of *The Advocate,* Stamford, Conn., has been appointed by Governor Ribicoff to the Connecticut state aeronautics commission . . .

Fund-raisers: For the American Red Cross in New York **Willard J. Heggen,** senior vp of Compton Advertising, is chairman of the advertising, publishing and entertainment section; **Chester W. Dudley,** Compton vp, is heading up the advertising section, **W. B. Meyer,** eastern general sales manager for Kimberly-Clark Corp., is head of the paper products group . . . **Robert R. Newell,** president of Cunningham & Walsh, holds the key fund-raising post for the Foreign Policy Assn. . . . **Seymour Kameny,** chairman of Kameny Associates, has accepted the New York chairmanship of the advertising division for the Children's Asthma Research Institute . . . **John F. Noone,** vp and general manager of the Ideal Publishing Corp., is general chairman of the advertising, radio and tv committee of the Cardinal's Committee of the Laity for the 1960 fund appeal of New York Catholic Charities . . . **Lee H. Bristol,** chairman of the board of Bristol-Myers Co., has been named national chairman of the 1960 special gifts campaign of the National Conference of Christians & Jews . . .

Honors: **Robert E. Harper,** president, National Business Publications Inc., was installed as a member of Kappa Tau Alpha, honorary journalism fraternity, and spoke at the annual journalism department awards dinner at the University of Utah, April 19 . . .

Who's New in "Who's Who in America": **Roger M. Clipp,** general manager, Radio Station WFIL; **Raymond W. Welpott Jr.,** general manager, Radio Station WRCV, and an NBC vp; **Robert Arndt,** Arndt, Chapin, Preston, Lamb & Keen, and **John A. E. McClave,** Lewis & Gilman, all of Philadelphia . . .

The Golfing Union of Ireland, host of the 1960 Canada Cup and International Trophy golf tournament, to be played June 23-26 at Dublin's Portmarnock course, named **Hap Dreher** volunteer ad director for the U.S. Mr. Dreher, president of Monroe F. Dreher Inc., New York, will help publicize the matches which draw 70 top pros from 35 countries . . .

Arnold E. Johnson, Needham, Louis & Brorby vp and director of broadcasting facilities, and his wife, will be off to sunny Spain this summer. He won a song title contest conducted by Station KBIG, Los Angeles . . .

If you want to sell
WHISKEY
or anything else
A city larger than Louisville is hidden from your newspaper advertising in Los Angeles — it's THE MILLION YOU'RE MISSING if you're not in THE MIRROR NEWS

Over 300,000 families—more than 1,000,000 men, women and children—read The Mirror News. 4 out of 5 take no other Los Angeles weekday metropolitan newspaper. (84.4% read no morning newspaper; 95.3% read no other afternoon newspaper).

1st IN THE WEST IN AFTERNOON HOME-DELIVERED CIRCULATION

LOS ANGELES EVENING
MIRROR NEWS

Represented by O'Mara & Ormsbee
New York, Chicago, Detroit, San Francisco

ART DIRECTION IS AN IDEA MAGAZINE . . .

for idea men in an idea business. Each issue is packed with visual ideas and creative thinking for advertising and promotion in all media; print, package design, art and illustration, displays, posters, TV spots, type, photography. Keep on your creative toes. Get Art Direction. Only $6.00 for 12 issues; $10.50 for 24 issues.

subscribe **ART DIRECTION**

A44, 19 W. 44th St., New York, N. Y.

Coming Conventions

April 24-27. Continental Advertising Agency Network, annual convention, Fontainebleau Hotel, Miami Beach.

April 24-27. Annual sales promotion convention, National Retail Merchants Assn., Paradise Inn, Phoenix.

April 25-27. Sales Promotion Executives Assn., third annual national conference, Hotel Astor, New York.

April 25-28. American Newspaper Publishers Assn., annual meeting, Waldorf-Astoria, New York.

April 28-30. Advertising Federation of America, 5th District, Columbus, O.

May 1-4. National Newspaper Promotion Assn., annual convention, Westward Ho Hotel, Phoenix, Ariz.

May 2-4. Forty-fifth annual conference, Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

May 4-5. Direct Mail Advertising Assn., regional convention, Fairmont Hotel, San Francisco.

May 5-8. American Women in Radio and Television, ninth annual convention, Pick-Carter Hotel, Cleveland, O.

May 8-10. Magazine Publishers Assn., 41st annual spring conference, The Greenbrier, White Sulphur Springs, W. Va.

May 8-11. Associated Business Publications meeting, Hot Springs, Va.

May 12-13. Public Utilities Advertising Assn., Waldorf-Astoria, New York.

May 12-15. Advertising Federation of America, 4th District, Beach Club Hotel, Fort Lauderdale, Fla.

May 13-14. Point-of-Purchase Advertising Institute, third annual meeting, Mayflower Hotel, Washington, D. C.

May 15-18. National Sales Executives, annual convention, Buffalo, N. Y.

May 18. Industrial Advertising Research Institute, research forum, Commodore Hotel, New York.

May 23-25. Assn. of Railroad Advertising Managers, Diplomat Hotel, Hollywood, Fla.

May 24. Industrial Advertising Research Institute, research forum, Conrad Hilton, Chicago.

May 26-29. Federation of Canadian Advertising and Sales Clubs, 12th annual convention, Royal Hotel, Guelph, Ontario.

May 26-31. National Federation of Advertising Agencies, annual management conference, Northernaire Hotel, Three Lakes, Wis.

June 1-2. Assn. of National Advertisers, workshop on advertising administration and financial control, Westchester-Biltmore, New York.

June 1-3. International Advertising Assn., annual convention, Waldorf-Astoria, New York.

June 5-8. Advertising Federation of America, 56th annual convention, Hotel Astor, New York.

June 5-9. Assn. of Industrial Advertisers, annual convention, Shoreham Hotel, Washington, D. C.

June 8-9. Fifth annual Circulation Seminar for Business Publications, Pick-Congress Hotel, Chicago.

June 12-15. National Assn. of Direct Selling Companies, Hotel Statler, New York.

June 15-17. American Marketing Assn., annual meeting, Hotel Leamington, Minneapolis.

June 19-24. National Advertising Agency Network, national conference, Oyster Harbors Club, Osterville, Mass.

June 20-24. First Advertising Agency Group, 32nd annual conference, Holiday Hotel, Dallas.

June 26-29. Advertising Assn. of the West, annual convention, Hotel Del Prado, Mexico City.

July 10-13. Newspaper Advertising Executives Assn., summer meeting, St. Francis Hotel, San Francisco.

July 10-16. Outdoor Advertising Assn. of America, annual meeting, to be held in conjunction with the International Congress of Outdoor Advertising, Royal York Hotel, Toronto.

July 24-Aug. 5. Advertising Federation of America, second annual management seminar in advertising and marketing, Harvard Business School, Cambridge, Mass.

Aug. 2-5. Third annual Advertising Age Creative Workshop, Palmer House, Chicago.

Sept. 9-11. Iowa Daily Press Assn., 26th annual meeting, Des Moines.

Sept. 21-23. Life Advertisers Assn., annual meeting, Essex House, New York.

Oct. 2-4. Advertising Federation of America, 7th District, Chattanooga, Tenn.

Oct. 4. Assn. of National Advertisers, workshop on advertising management, Ambassador Hotel, Chicago.

Oct. 9-13. Direct Mail Advertising Assn., 43rd annual convention, Americana Hotel, Bal Harbour, Fla.

Oct. 12-15. Affiliated Advertising Agencies Network, annual meeting, Mountain Shadows Resort, Phoenix.

Oct. 12-15. National Newspaper Promotion Assn., Southern Regional Workshop, Phoenix Hotel, Lexington, Ky.

Oct. 17-18. 32nd annual Boston Conference on Distribution, Hotel Statler Hilton, Boston.

Oct. 17-18. Agricultural Publishers Assn. annual convention, Advertising Club of New York.

Oct. 19-21. Audit Bureau of Circulations, annual meeting, Biltmore Hotel, New York.

Oct. 22-26. National Newspaper Promotion Assn., central regional convention, Sheraton Towers Hotel, Chicago.

Nov. 1-3. Point-of-Purchase Advertising Institute, 14th annual symposium and exhibit, New York Coliseum.

Nov. 14-16. Annual convention, Broadcasters' Promotion Assn., Sheraton Charles Hotel, New Orleans.

Nov. 16-18. Television Bureau of Advertising, annual meeting, Waldorf-Astoria, New York.

Storer Names Five VPs

Storer Broadcasting Co., Miami Beach, has named five vps. They are Terry H. Lee, managing director of WAGA-TV, Atlanta; Reginald B. Martin, managing director of WSPD, Toledo; Ben Wickham, managing director at WJW-TV, Cleveland; Bernard E. Neary, managing director of WGBS, Miami and Maurice E. McMurray, Storer's national sales director, New York, who will be vp for sales.

electronics buyers' guide and reference issue
THE ELECTRONICS MAN'S BASIC BUYING BOOK

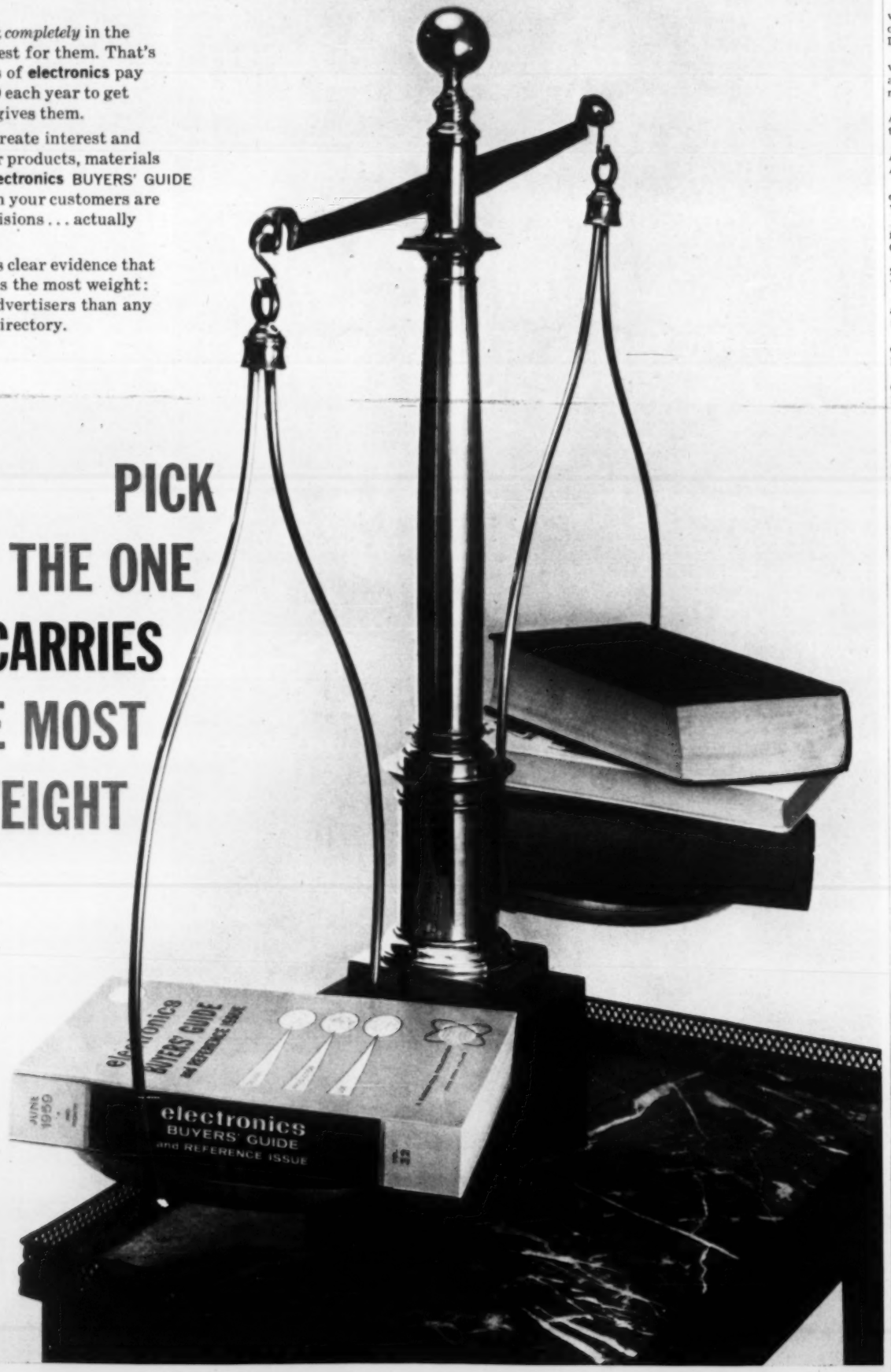
A McGRAW-HILL PUBLICATION
330 West 42nd St., New York 36, N. Y.

People believe most *completely* in the things that work best for them. That's why 52,000 readers of **electronics** pay more than $300,000 each year to get the information it gives them.

Use **electronics** to create interest and acceptance for your products, materials or services. The **electronics** BUYERS' GUIDE gets you there when your customers are making buying decisions . . . actually sells for you.

Exclusive! There is clear evidence that the "GUIDE" carries the most weight: it has 42% more advertisers than any other electronics directory.

PICK THE ONE THAT CARRIES THE MOST WEIGHT



0.53

Advertisement prepared by Fuller & Smith & Ross Inc. (Pittsburgh Office)

*

"Alcoa's four-color automotive campaign in The New Yorker has helped create a quality image for aluminum auto trim . . . the public response was so good that car makers now mention aluminum in their own ads. With such results, Alcoa will be back strong in The New Yorker again this year."

Arthur P. Hall

Vice President
Public Relations and Advertising
Aluminum Company of America

THE NEW YORKER MAGAZINE

Elmer the Missile Tracker

This is about two kinds of reliability.

One is Elmer "Tange" Tangerman's...in getting a story for PRODUCT ENGINEERING readers.

The other is almost a new meaning for the word "reliability." It's used in missiles and electronics today.

Tange began tracking down missiles for McGraw-Hill readers in 1946, when the first German V-2 rocket was fired by Americans at White Sands.

Fourteen years later, he was still at it—getting the story on the new "reliability" concept.

This took Tange 7,500 miles of legwork to unravel. On one three-week, coast-to-coast swing, he talked with design engineers, product research men, quality control people, and reliability groups in electronics, missile and aircraft manufacturing plants. Before all the raw material for his feature article is in, Tange will get corroborating data by mail, and check areas he missed through one of his field editors.

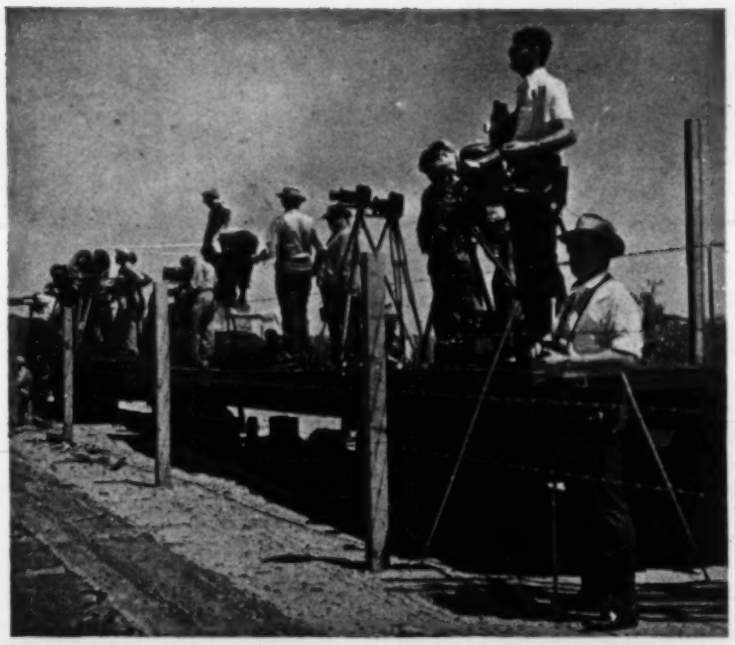
You'll get all the technical details of this new concept in PRODUCT ENGINEERING. That's Elmer Tangerman's brand of reliability for the design-engineering audience.

Whatever the story, you'll find McGraw-Hill editors digging for extra facts, giving that added effort needed to come home with just a little more.

It's this deeper coverage that makes over a million management men subscribe to the magazines we publish. This, in itself, is a "reliability" concept when you are an advertiser.

Elmer Tangerman (*left*) with Chief Engineer Mort Rosenbaum of Convair Astronautics in San Diego, breeding ground for Atlas missiles. Among other points Tange learned is the great care with which an Atlas must be shipped. Delicate electronic relays could be damaged more easily from a three-foot drop at this stage than from the thrust of firing.

Tange (*far right*) at White Sands, New Mexico, in 1946, when the rocket that battered London was fired for the first time by the U. S. Directly from the V-2 came many of the technical break-throughs that led to today's Atlas and tomorrow's space ships. Like Kilroy, Elmer was there.



McGraw-Hill
PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd STREET, NEW YORK 36, N. Y.

the GAIN in MAINE is plainly on LOBSTERADIO
1 RADIO ENTITY WITH 8 TRANSMITTERS
Total impact for total product distribution or tailored market flexibility.
Lobsteradio (By Market Size)
Portland Bangor Lewiston
Caribou Waterville Augusta
Sanford Rumford
REPRESENTED BY:
For full details contact:
NEW YORK: Richard O'Connell, Inc.
BOSTON: Harry Wheeler Company
CHICAGO—DETROIT—WEST COAST:
Daren F. McGavren Co., Inc.
Executive Offices: Columbia Hotel, Portland, Maine Tel. SPruce 5-2336

Dakota Sales-Makers to Dean

Dean & Slaughter, Minneapolis, has expanded its services to include magazine, newspaper and broadcast media. Most recent addition to the company's clients is Dakota Sales-Makers radio station group which includes KVOX, Fargo-Moorehead, KBOM, Bismarck-Mandan, KSJB, Jamestown, KCJB, Minot, and KRAD, Grand Forks.

Goodman Joins Stern, Walters

Herschell Goodman has joined Stern, Walters & Simmons, Chicago, as vp and creative director. Mr. Goodman was formerly vp and creative director of Alex T. Franz Inc. and on the copy staff of Leo Burnett Co.

Russians Modernize Marketing Methods, Goldman Reports

EVANSTON, ILL., April 19—Directors of Soviet retail trade may stop saying "nyet," and adopt the slogan: "Give the lady what she wants."

Appearing on the U.S.S.R. marketing scene are such practices as self-service, instalment credit on appliance purchases, mail order merchandising, vending machines and even advertising, according to Marshall I. Goldman, a member of the Wellesley College economics department.

Mr. Goldman, in an article in the April issue of the *Journal of Marketing*, notes that a complex system of retail outlets, some of them overlapping in range of products and services, are now available to the Soviets. Government stores, which sell more than half the total merchandise sold in the U.S.S.R., include large department stores and food stores in the central areas of the larger cities and smaller specialty and "corner grocery store" outlets in outlying districts.

■ The Soviet housewife does most of her food shopping "downtown" rather than in neighborhood supermarkets, as in the U. S., because she rarely has a car at her disposal, Mr. Goldman reports. Department stores, he says, grow to huge size because of the concentration of retail trade in central areas of the cities.

The Russian woman has some stores at her disposal which the American woman does not have, Mr. Goldman says, such as the Detskii Mir ("children's world") department store. Its staff of 3,200 sells children's clothing, toys, furniture, toiletries and almost anything else a child might need.

Other government stores include drug stores, book shops, and even pawn shops; second-hand shops and commission shops where the handi-craft products and personal possessions of individuals may be sold. On these commission sales, the government collects a sales commission and turns the remainder of the proceeds over to the individual.

■ Commodities such as milk and bread may be delivered to the Soviet family's door, as in the U. S.

■ Soviet stores are open on Sundays and other holidays, and a large portion of their business is done on those days, says Mr. Goldman, who adds, however, that the customer really has to work at making a purchase. Store clerks are "cold" and "unsolicitous," the educator reports. After a clerk lets a customer examine merchandise, the patron must stand in line at the cashier's desk. There he pays for the goods and, with his receipt, stands in still another line and trades the receipt for his merchandise.

Vending machines have been introduced recently in Russia, which for 15 kopecks spray essence of Soviet cologne on the consumer's hair. The machines also dispense milk, sandwiches, soft drinks and hard goods.

Mail order business, all done by a government organization known as Posyltorg, is a recent innovation in the U.S.S.R. The consumer has a choice of 5,000 items, offered in a 99-page illustrated catalog. #

Shell Oil Names Sullivan to Ad Post, Boosts Biggar

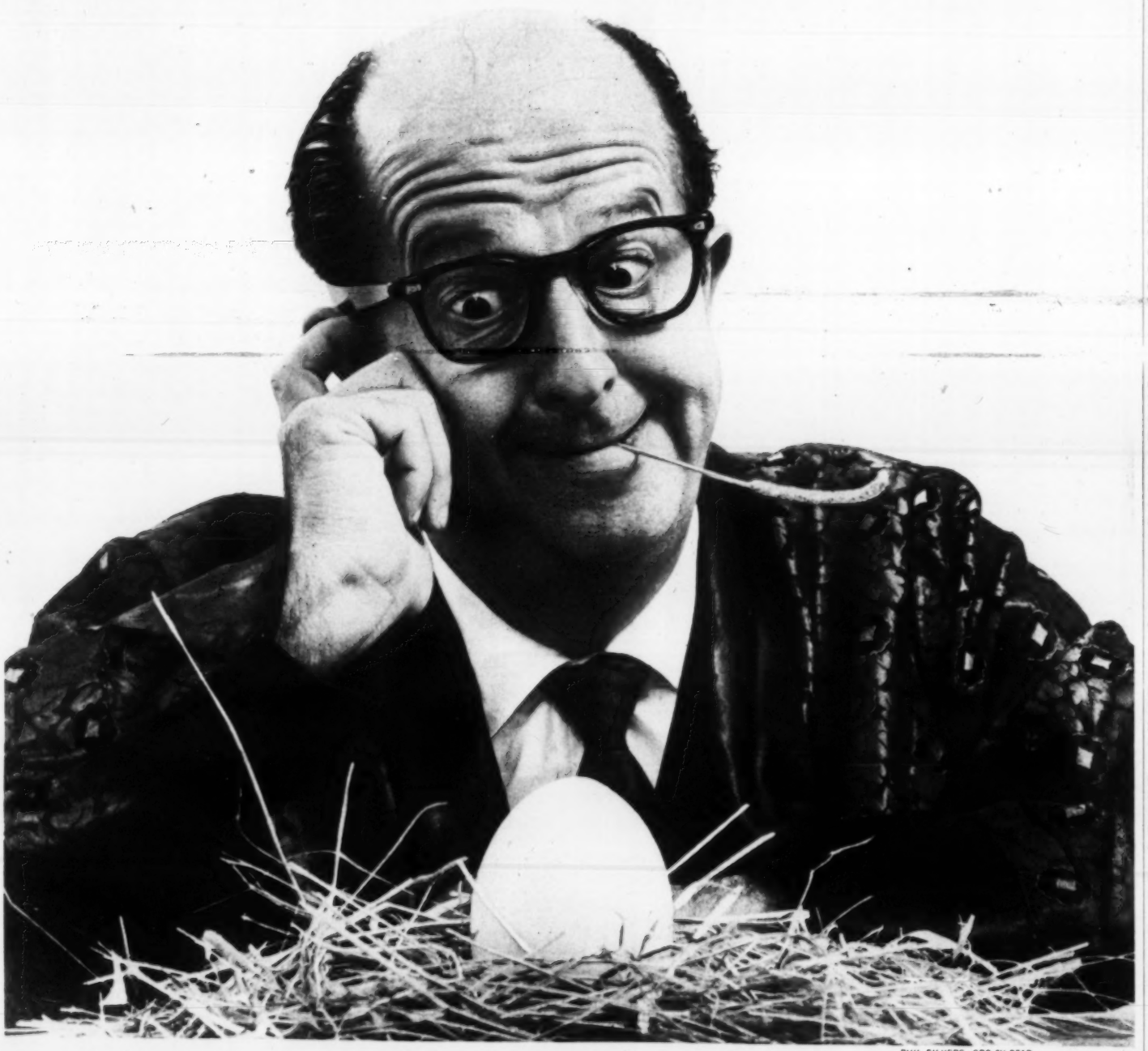
Shell Oil Co., has appointed G. Gordon Biggar vp in charge of public relations and James J. Sullivan to head advertising and sales promotion for the Chicago division of the company.

James J. Sullivan

Mr. Biggar, who has been manager of the public relations department since 1952, succeeds H. L. Curtis, who has retired. Mr. Sullivan was formerly district manager of the south section in Chicago.

Wolkenheim to Join Fairbanks

Stanley E. Wolkenheim will join Fairbanks, Morse & Co., Chicago, as vp of marketing on May 1. Mr. Wolkenheim is presently vp of marketing at A. O. Smith Corp., Milwaukee.


PHIL SILVERS, CBS-TV STAR

Got a nest egg? If you haven't, here's a smooth idea that could hatch a big payday for you. Chirp these facts to the boss. As the world's largest enamel printing paper specialist, Consolidated offers *finest* quality for *less*. By specifying Consolidated Enamels for sales folders, catalogs and other printed pieces, he'll cut costs without sacrificing quality. Get free test sheets. Have your printer test them on your next printing order, comparing quality, performance, costs! Then start feathering your nest.

Available only through your Consolidated Paper Merchant

Consolidated

WORLD'S LARGEST SPECIALIST IN ENAMEL PRINTING PAPERS

Consolidated Water Power & Paper Co. • Natl. Sales Offices, 135 S. La Salle St., Chicago

© TCP CO.

A recent Holiday photograph by Hans Namuth

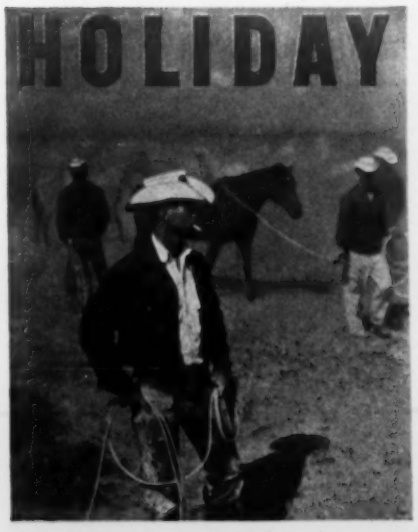
MORE THAN A GOOD LIKENESS

The gentleman with the ancestral portrait is Robert Lion Gardiner. In the background is Gardiners Island, a family property since 1639. A world away, another man sells hot dogs on another island, Coney. You met them both as James Warner Bellah explored the contrasts of Long Island for Holiday.

Holiday abounds with interesting people. Some, like Mr. Gardiner, bring life and meaning to a pleasure, a region or a culture. Others are themselves the subjects of unique three-dimensional portraits: Walter Reuther, ballerina Ulanova, Aristotle Onassis.

Each personality in Holiday has a special meaning; each is approached with knowledge and understanding. A recent article on Queen Elizabeth, for example, was written by a novelist member of the House of Lords.

Personalities help make Holiday a rewarding experience for 900,000 families—families whose buying habits and influence make Holiday a rewarding experience for advertisers.



***There's a rewarding new world for you in* HOLIDAY**

Selling Cars?

Here's a preferred market—at a popular price: for less than 5¢ apiece, you reach 85,000 dentists (income and standard-of-living well above average) in a magazine they read devotedly. May we give you facts and figures?

ORAL HYGIENE
1005 LIBERTY AVENUE, PITTSBURGH 22, PENNSYLVANIA

Hitchcock Names Four

Hitchcock Publishing Co., Wheaton, Ill., has appointed George Isbell New England district manager of *Machine & Tool Blue Book* and *Hitchcock's Machine & Tool Directory*. Donald J. Leverich, former New England district manager, eastern district has been named eastern district manager, in charge of advertising sales of *Machine & Tool Blue Book, Hitchcock's Machine & Tool Directory, Grinding & Finishing, Modern Transportation, School Bus Trends* and *Hitchcock's Passenger Transportation Directory*. John B. McCabe, district manager in the midwestern division, will also be responsible for advertising sales of *Hitchcock's Wood Working Digest* and *Hitchcock's Wood Working Directory*. Harry Hossmer has joined the Hitchcock sales staff.

Dakin Gun Names Allen

Dakin Gun Co., San Francisco, has appointed Allen, de St. Maurice & Spitz, San Francisco, to handle advertising and public relations for the Dakin line of shotguns and the Breda automatic shotgun.

Grass Cloth Names Walker

Grass Cloth Unlimited, division of Charles Gottfried Co., San Francisco, restaurant supply company, has appointed Gene K. Walker Co., San Francisco, to handle its advertising.

Will this book usher in a new era in advertising?

This is what others think:

"... Walter Weir's pages bristle and sparkle ... a warm, personal, original book ... the reward is everybody's who takes up this book."
— Fairfax M. Cone
Foote, Cone & Belding

"... a glowing book that every creative man should read and ponder ... he will ennoble himself, his art and all advertising."
— Advertising Age

"... a delightful distillation of 30 years' thinking of one of today's best copywriters, spiced with the thinking of other great ones who have gone before him."
— John P. Cunningham
Cunningham & Walsh, Inc.

"... constructive ... devoted specifically to the writing of copy ... shows deep concern over the creative man's responsibilities in the areas of truth and taste ..."
— Printers' Ink

"... an amazing book. No advertising man has ever written anything like it, and few literary men have written anything better. I have read every word of it from beginning to end ... a revelation of sustained wisdom and astonishment."
— Frank Irving Fletcher
Fletcher, Richards, Calkins & Holden, Inc.

"You have contributed something very important to the advertising business."
— Frederick S. Gilbert
TIME

"Recommended reading."
— Sales Management

WALTER WEIR
reveals for you
the basic essentials of
writing great advertising copy

Why will one writer produce a more effective piece of copy than another, or ten others, or a hundred — even though all are assigned the same selling problem and given the same formula for solving it? The answer, this book eloquently argues, lies in the writer himself. And it proceeds to outline ways in which the writer of advertising can clarify and understand more comprehensively his major objectives. As perhaps never before, it aids the advertising practitioner to develop attitudes and disciplines that make all the difference between mediocre and great copy.

To help you lift your copy out of the ordinary, Walter Weir takes you beyond the usual tools of the craftsman — beyond the rules for headlines, the formula appeals, the selling phrases, and the adman's verbal devices. Instead, he discusses the kind of thinking the perceptive advertising writer must bring to each assignment, and other essentials. The pursuit of style is examined in close detail. The sorcery of words comes in for investigation so that words will not fail you in the heat of composing. Each avenue is explored to help you uncover the "writer you can become —" a master of communication in its strictest sense.

On the Writing of ADVERTISING

Just Published
By WALTER WEIR
203 pages, 5⅝ x 8⅜, $5.00

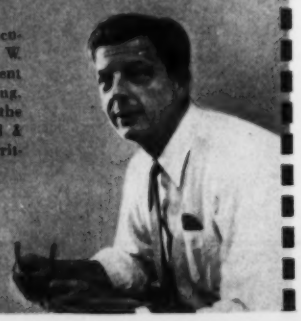
McGraw-Hill Series in Marketing and Advertising

Not only recognized as a "copy great," Walter Weir — in addition to his creative genius — has had a unique ability in working with writers to bring out qualities of expression they were themselves unable to realize. Many of today's outstanding writers got their start under him, and frequently their own outstanding work is said to reflect "the Weir approach" — a testimony offered by the writers themselves.

In this volume, Mr. Weir examines the most sensitive areas of the copy art and offers specific disciplines to guide you. How do you go about finding the "right" word? How long do you wait for creative insight? What can be done to hasten it — and be sure it's "on the beam?" In what way can you be most sure of talking your prospect's own language? These are just a few of the myriad points discussed in a volume that charts a new and exciting direction for you to follow in your quest for memorable copy.

About WALTER WEIR

Today, WALTER WEIR is Chairman of the Executive Committee at Donahue & Coe. Starting at N. W. Ayer when he was eighteen, Mr. Weir has since spent some thirty years of his life as a writer of advertising. His agency affiliations read like a Who's Who of the field — N. W. Ayer, Compton, J. M. Mathes, Lord & Thomas, Kenyon & Eckhardt, and others. He has written copy for many of America's largest and leading advertisers and has been responsible for campaigns representing a total expenditure of well over 200,000,000 advertising dollars.



10 Days' FREE Examination

McGraw-Hill Book Company, Inc., Dept. Age-4-25
327 West 41st Street, New York 36, N. Y.

Send me Walter Weir's ON THE WRITING OF ADVERTISING for 10 days' examination on approval. In 10 days, I will remit $5.00, plus few cents for delivery costs, or return book postpaid. SAVE: we pay delivery costs if you remit with coupon; same return privilege.

☐ Send information on discount on quantity purchase of .....to.....copies for distribution to my staff.

PRINT
Name.....
Address.....
City.....Zone.....State.....
Company.....
Position.....Age-4-25

Too Lively TV Show Kills Ad Effect: Schwerin

Researcher Finds Ad Potency Is Related to Climate of TV Show

NEW YORK, April 21—An advertiser can hope for more impact from a tv commercial carried in a show where he gets clear sponsorship credit than in a program where his commercial is dropped in on a participating or on a magazine plan, insert basis.

• Commercials are consistently sensitive to their program climate—some commercials more so than others.

• The most difficult program category, in terms of achieving peak commercial effectiveness consists of "tense" shows—westerns, mysteries, adventures, big giveaways, etc.

■ These are some of the conclusions one arrives at after consulting on the topic of commercial effectiveness and program climate with Jack Roberts, vp of Schwerin Research Corp.

Over the years this company has collected a mass of data on this subject in theater tests of audience reaction to programs and commercials. Schwerin judges the effectiveness of the commercials by a before-and-after-watching brand preference check of the advertised product.

On the first point, the effectiveness of a commercial run on the sponsor's own program, compared to the effectiveness of the same commercial when it was merely dropped into a participating program, Mr. Roberts cited results on a number of types of products. In each case the commercial within a sponsor's program was more effective at changing the viewers' brand preferences—in most cases it was at least twice as effective.

Preference Change

(% switching to advertised brand)

Type of Product	Participating Show	Company Sponsored Show
Dog Food	4.7%	17.5%
Shampoo	5.3	16.1
Candy	5.3	14.9
Cough Syrup	4.7	10.2
Cake Mix	4.2	8.0
Floor Wax	15.0	20.0

Schwerin considers the question of a commercial and its climate of prime importance to advertisers. "The basic problem facing the tv sponsor might be stated as follows: To hold an audience, a tv show must involve the viewer in the action," Mr. Roberts asserted. "But the commercial abruptly arrests that involvement. Fitting the mood of the commercial to the emotional involvement pattern of the show will determine, by and large, the degree of commercial effectiveness . . .

"Possibly the most difficult program type with which to work is the 'tense' show—the western, the mystery, the adventure show. The tense show creates an emotional involvement which often acts to wash over and engulf the commercial that interrupts it."

■ To illustrate this contention, the results of the placement of

an identical commercial for a food advertiser in the middle position of four different tv programs were cited.

Program	Preference Change
Mystery	0.0%
Adventure show	—1.2
Western	—2.0
Situation comedy	+6.7

"This pleasant commercial, a reasonably effective effort when housed in the similarly pleasant atmosphere of a comedy, was utterly unable to change preference in any of three different types of tense shows," Mr. Roberts continued.

■ It's like beating a dead dog now, but Schwerin also has evidence to indicate that commercials for a low-interest, everyday item like food, can be pretty well overshadowed by the dazzling glamorous prizes on the big giveaway shows of yesteryear. The case here was a food product, which had to compete for the viewer's favor with mink coats, major appliances and free vacations to Paris. The commercial did well in a court room drama and a musical, but not so on the quiz.

Program	Preference Change
Courtroom drama	10.0%
Musical	11.5
Quiz/Giveaway	0.9

Which just goes to show how carefully such isolated pieces of research should be weighed. Because, as everybody must know by now, the Revlon commercials of the "$64,000 Question" had no such deficiencies; they obviously sold sensational amounts of low ticket items in competition with huge prizes and terrific programming excitement.

■ If an advertiser does go for an exciting action show, Mr. Roberts recommends a couple of courses of action to help keep his commercials from being accepted as an abrupt interruption: (1) Use the cast in commercials that are specifically tailored for the program, rather than just dropping an unrelated commercial in the middle of the show and (2) design "mood of the show" commercials to fit the program atmosphere, as some sponsors have done.

For the most part Schwerin's experience with audience indicates that liking for the program has little effect on the acceptance of the sponsor's message.

"Familiarity, on the other hand, seems to help," according to Mr. Roberts. The test cited here was of two different household products tested in a familiar established tense show and a tense newcomer.

Program	Preference Change Commercial A	Commercial B
Familiar tense drama	6.4%	13.3%
New tense drama	0.0	11.5

The Schwerin explanation here will be of absolutely no comfort to the people who are trying to sell new shows and ideas to tv. Said Mr. Roberts: "An established show is probably a somewhat better vehicle —when there is a choice available to the advertiser—because it is like an old friend. It is predictable. The viewer's response is conditioned by previous exposure, much as Pavlov's dogs salivated at the bell." #

Yardis Advertising Names Kratzok, Adds Five Accounts

Connie Kratzok has joined the staff of Yardis Advertising Co., Philadelphia. Mrs. Kratzok was formerly assistant advertising manager of Snellenburg's.

At the same time Yardis has been named to handle five accounts. They are Delaware Valley Underwriting Agency, Philadelphia; Philadelphia School of Practical Nursing; Walter King, Philadelphia regional company for retail boat sales; Penn Scientific Products Co., Abington, Pa., manufacturer of Pensco industrial diamond products; and Cigaromat Corp. of America, Philadelphia, cigar vending machine manufacturer.

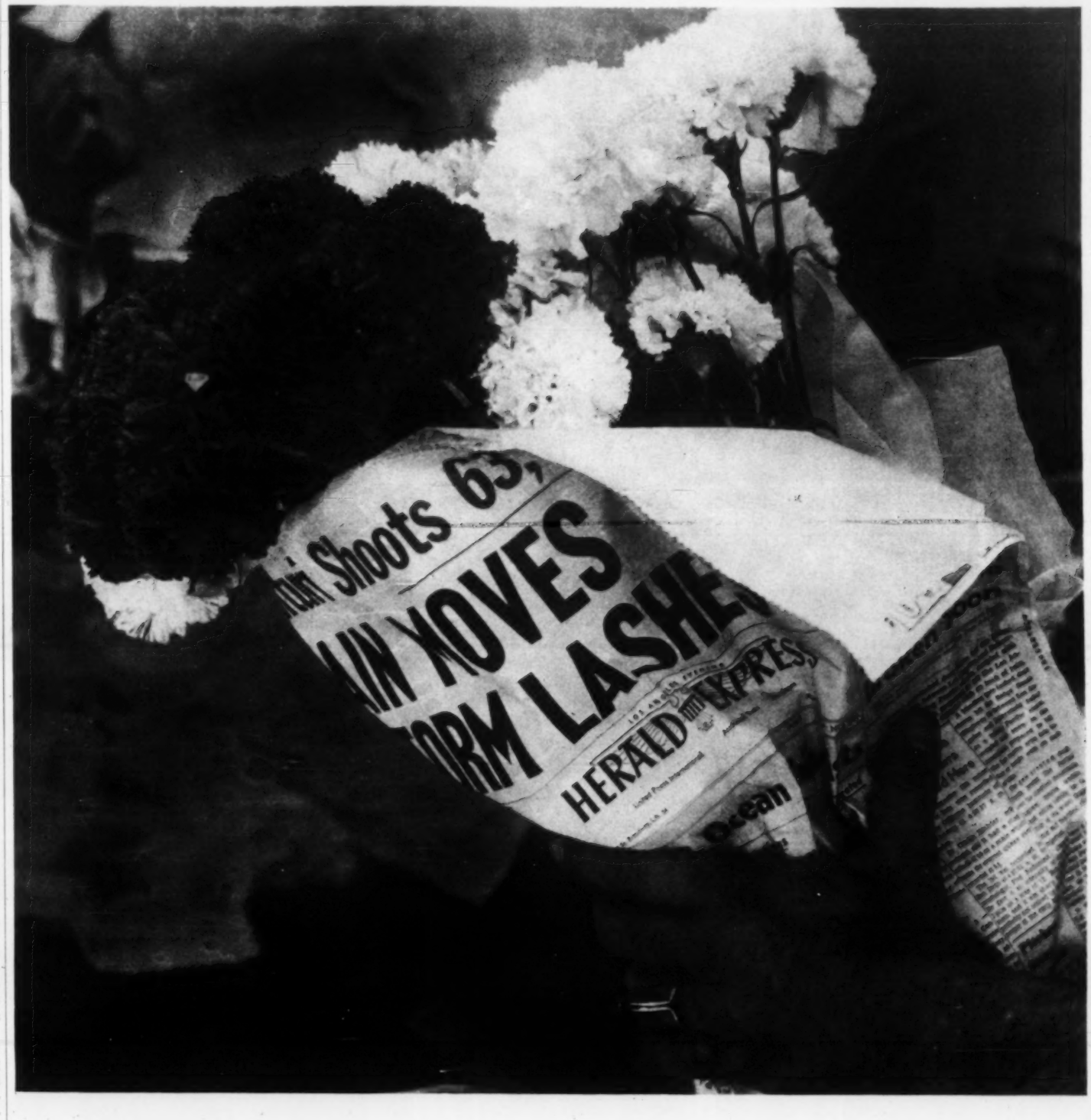
Poe Joins Welding Engineer

Roy W. Poe, former vp and sales manager of Tweco Products Inc., Wichita, Kan., has joined the advertising sales staff of Welding Engineer Publications Inc., Morton Grove, Ill., as midwestern district manager, succeeding Warren Ware, who has resigned.

Cutler to Williams & London

H. Whitney Cutler, formerly vp of Walker, Riley, Becker Inc., Sarasota, has joined Williams & London Advertising, Newark, N. J., as an account executive.

ADVERTISING CIGARETTES
Entire cigarette package features your ad message. Cigarettes imprinted with trade name or ad message.
G. A. GEORGOPULO & CO., Inc.
Cigarette Manufacturers Since 1905
48 Stone St., New York 4



AND JUST last night this fine newspaper wrapped up *more blooming sales* than any other evening paper in the West. Why? *Because* it has the *largest, wealthiest evening newspaper audience* in Western America! Care for proof? *Look!*

- In 1959, Southern California's top ten† **volume** retailers **preferred** the Herald-Express by a margin of almost 3 to 1* **over the second evening newspaper!**
- The Herald-Express **concentrates** almost 90% of its **total circulation*** in Los Angeles County . . . the county that is **second* only to New York** in total net EBI!

* Media-Records and Sales Management. † Names upon request.

Los Angeles Evening **HERALD-EXPRESS**
"Largest Evening Newspaper in Western America"
Represented Nationally by Moloney, Regan & Schmitt, Inc.

Fairchild Names Three

John B. Fairchild, European director of Fairchild Publications, New York, has been named publisher of *Women's Wear Daily* and *Daily News Record*, both new posts, effective Oct. 1. Fairchild also has named Joseph Damico, formerly with J. B. Rundle Inc., advertising promotion manager of *Electronic News*, succeeding James Chapman, who has joined the sales staff. Stewart Jurist, formerly circulation manager of *Rudder*, has been named circulation promotion manager of the new metals weekly to be introduced by Fairchild early in 1961.

MISSILE ROCKET BALL POINT PEN
Make Your Sales Message a Perfect "Shoot"
A Perfect Miniature Rocket
YOUR MESSAGE HERE
New, different, exclusive, low cost. Write for quantity prices today.
R-W CORPORATION
22849 Ventura Boulevard
Woodland Hills, California

McCann Advances Five

Farish A. Jenkins, Neal Gilliatt and George B. Park, formerly vps, have been promoted to senior vps of McCann-Erickson, New York. Mr. Jenkins is in charge of the home office account service division; Mr. Gilliatt is management service director on Coca-Cola, and Mr. Park is management service director of six accounts. Dr. Virginia Miles, research director of McCann-Marschalk, New York, division of McCann-Erickson, and Steve Richards, public relations director of the agency, have been named vps.

Zimmer Names Williams

Zimmer, Keller & Calvert, Detroit, has appointed Lawrence B. Williams director of radio and television. He has been with the agency since 1950. At the same time, Christopher S. Pyrros has joined the agency as creative writer.

aprons and bobby-sox

line up with Dean Lewis

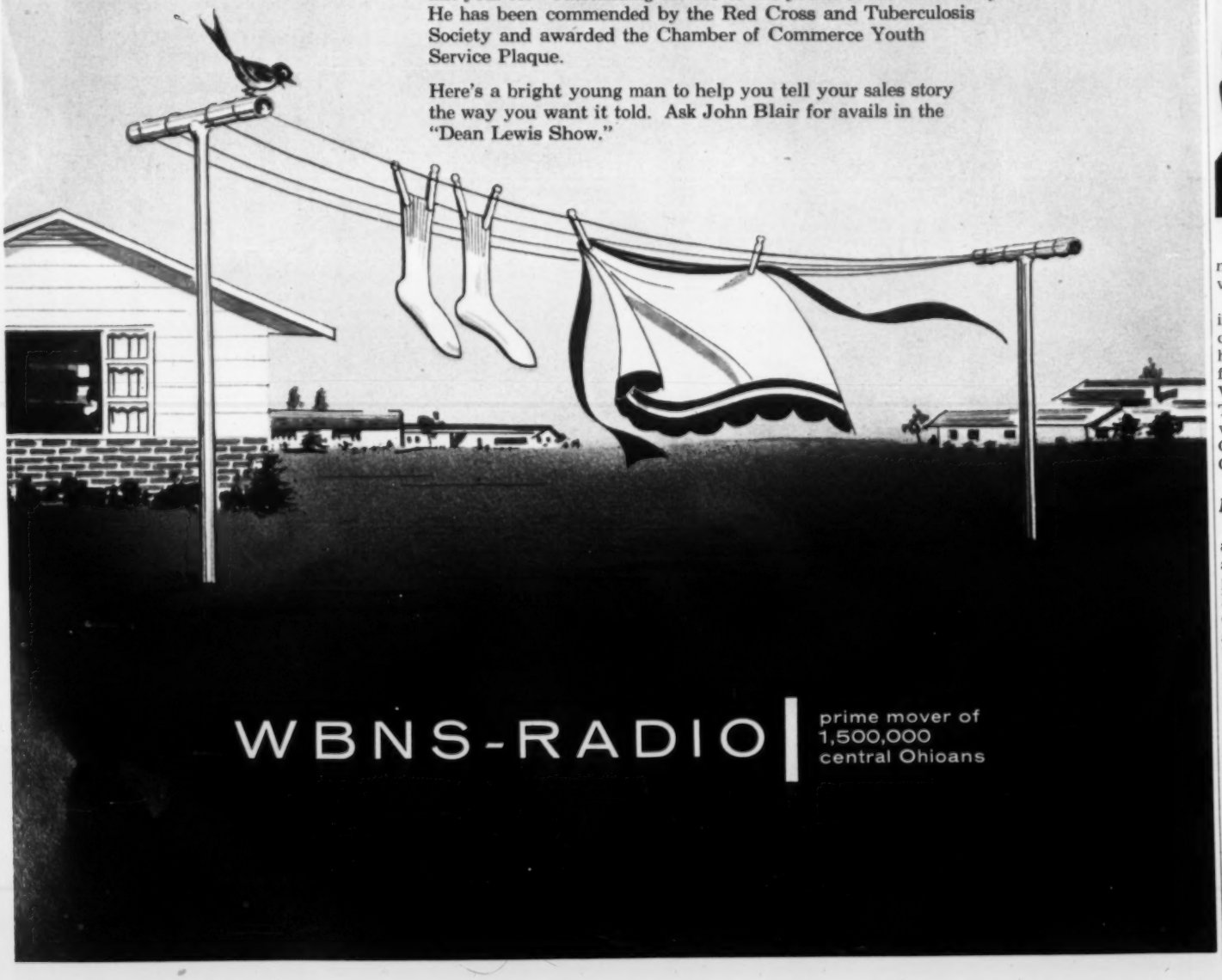
When an air personality is blond, handsome and just twenty-four years old, you can expect he will appeal to teenagers. Dean Lewis definitely does. But will he make a hit with parents? Dean Lewis does *that*, too.

Each Saturday morning, Dean plays big brother to Central Ohio teenagers on WBNS Radio. Their problems are aired by a panel of their peers, a school or government official is interviewed and, of course, there's entertainment as well as serious discussion.

Daily from 3:00 to 5:00 P.M. on WBNS Dean slips into his adult-appeal personality and charms the housewives right out of their aprons with the same skill and success he has established with those bewildering bobby-soxers.

The responsible influence Dean exerts with youngsters resulted this year in his being named one of Columbus' ten outstanding young men by the Columbus Junior Chamber of Commerce. It also won him an award from the Catholic Youth Organization last year for "outstanding service to the youth of the community." He has been commended by the Red Cross and Tuberculosis Society and awarded the Chamber of Commerce Youth Service Plaque.

Here's a bright young man to help you tell your sales story the way you want it told. Ask John Blair for avails in the "Dean Lewis Show."



WBNS-RADIO | prime mover of 1,500,000 central Ohioans

THEFT—*Welek's, retail fabric store chain in the St. Louis area, used burglary of its store at nearby Crestwood Plaza Shopping Center as a theme in its weekly newspaper ad space. Dorothy Blanchard handles the store's advertising.*

Missouri Dailies Offer Discount Plan

SPRINGFIELD, MO., April 19—Springfield Newspapers Inc. has adopted a continuity-impact-discount plan for its two newspapers here, the *Daily News* and the *Leader & Press*.

Effective June 1, advertisers can earn frequency-volume discounts by using 100 lines or more per week in 12 out of 13 weeks, 24 of 26 weeks, 36 of 39 weeks, and 48 out of 52 weeks.

The newspapers said the CID plan applies to daily, combination and Sunday run-of-paper advertising. #

Doyle Dane Goes International, Names Malcolm to New Post

Doyle Dane Bernbach Inc., New York, is the latest agency to be bitten by the international bug. The agency has appointed its first director of international marketing — Mervyn J. Malcolm, formerly with the international division of Remington Rand in charge of sales and marketing management for portable typewriters.

Mervyn J. Malcolm

In taking this step DDB cited increasing export activity of its clients and seven clients whose headquarters are abroad. These foreign-based clients include Volkswagen, French Government Tourist Office, Yardley's, Wedgwood, El Al Airlines, Israel Tourist Office and Federation of Coffee Growers of Colombia.

Koppers Co. Boosts Two

Koppers Co. Inc., Pittsburgh, has appointed Robert K. Wagner assistant manager of advertising and public relations and Paul L. Behers advertising manager of its engineering and construction division. Mr. Behers succeeds Mr. Wagner, who held the post since 1957. Mr. Behers joined the company in March from the National Tube division of U.S. Steel Corp.

Rittenhouse, Needleman Opens

Roberta Rittenhouse and Lawrence Needleman have opened offices at 833 Sunset Blvd., Los Angeles. Roberta Rittenhouse Associates and Lawrence Needleman Associates will offer services in creative planning, copy and art. Both formerly with Malcolm Steinlauf Co., Miss Rittenhouse was copy chief, and Mr. Needleman was art director.

#10 perils of an advertising decision maker

HE SUCCUMBED TO A BAD CASE OF ASTRONOMICAL DIGITITIS

Poor fellow. Shows all the symptoms, too: Judgment blurred by circulation claims . . . inflated numbers mistaken for customers . . . paid for a lot of readers he could never sell. But he'll recover; his own good sense will prescribe Special Interest Magazines from now on. And resultant sales will build up his resistance to inflated circulation claims.

HEARST magazines

13 keys to the special interests of 13 groups of people • • • American Druggist Bride & Home • Cosmopolitan • Good Housekeeping • Harper's Bazaar • House Beautiful • Motor Boating Motor • New Medical Materia • Popular Mechanics • Science Digest • Sports Afield • Town & Country

FTC Shouldn't, Can't Screen All Ad Copy: Kintner

Law Framers Anticipated 'Future Craftiness' of Rival Marketers, He Says

BALTIMORE, April 19—Federal Trade Commission Chairman Earl Kintner has served notice that he will oppose any effort to expand the commission's counseling services to the point where it will clear any and all ads in advance.

In a talk before the Academy of Television Arts & Sciences here, he noted that there have been suggestions that advertisers would be treated more fairly if all questionable ads could be reviewed and, if found to be objectionable, halted without the need for a formal complaint—and the attendant publicity.

Sometimes FTC does settle cases informally, he pointed out. Other times, he said, it decides that the public and law abiding business men are entitled to the lasting protection which is to be had only if a cease and desist order which "remains in force for all future time" is issued.

■ The FTC chairman contended: "If we are to preserve our competitive system, there can be no surrender of responsibility to abide by the laws of the land. You in private industry cannot afford to surrender your rights of decision under the laws you have enacted. And the FTC can do no more than to safeguard you from the larcenous few."

If FTC got into wholesale clearance of ads, he observed, its staff would be entirely occupied with the role of a censor of advertising copy.

"Each advertising campaign, each piece of copy, each tv commercial could be cleared in advance—and all would be sweetness and light. There would be no bad publicity and no embarrassing cease and desist orders."

■ There are two things wrong with such a situation, he argued. One of them is that FTC lacks staff and money for individualized service. Secondly, he said, such a system represents abdication of the advertiser's responsibility for self policing.

"Every new advertising idea presented to the commission could be expected to cut as close as possible to the borderline of deception; and the commission's time would be occupied in a never ending series of cozy conferences on what advertising could come closest to violating the law without the need for holding another conference," he said.

He expressed confidence that ample guidance is available to enable advertisers to stay within the law. As a simple rule of thumb, he said, an advertiser tends to get into trouble when his advertising on tv gives a product material virtues that it lacks, or uses pictures or words to falsely disparage competing products.

■ "On the other hand," he added, "simply to present a product's virtues in their most favorable light would not be objectionable—unless, at the same time, competing products are shown at an unfair disadvantage."

One way to understand what this means, he said, is to apply these terms to your competitor's advertising.

"The meaning of the word 'unfair' will become immediately apparent if your product is being shown in an unfair demonstration by your competitor," he said.

He added that Congress recognized, when it established the FTC 46 years ago, that it is impossible to chart a precise legal line "through the future craftiness" of savagely competitive advertisers. So it couched the law in general terms and expected FTC to apply it to specific acts and practices as they came into being.

Thousands of cases decided by FTC in the past mark the course of business morality, he said.

■ "Like buoys identifying the channel of a river, the commission's actions provide guidance to the business pilot. And while ideally it would be wonderful if the exact limits were so marked that even the most daring shortcutter would never run aground even in never-traveled sections of the river, this is patently impossible. He would be well advised instead to study the pattern of the channel markers—the cases which the commission brings—and set a safe course," he concluded. #

J. T. Howard Names Three: Stockholders Vote 10 for 1 Split

J. T. Howard Advertising Agency, Raleigh, N. C., has appointed Charles C. McKenney, art director, to the board of directors. At the same time Grady Jeffreys, copy chief, was named to the plans board and Michael J. Silver, vp, was appointed exec vp.

Stockholders of the agency recently voted a ten for one stock split. The agency said its billings had increased more than 700% since 1950 and that 1960 billings are running 40% ahead of 1959 business.

McElroy Joins Direct Mail

Tom McElroy, formerly advertising and promotion director of *Catholic Digest*, has joined Direct Mail Markets, New York, as promotion director, a new post. Direct Mail Markets creates national consumer direct mail programs.

we print more pages*, operate more type-setting machines** than any other newspaper in florida

orlando sentinel-star

"gateway to the moon"

*source: media records

**source: mergenthaler lino co.

cornerstone:

This building is rising in Chicago. Location—Michigan and Erie. Name—the John Blair Building. Owners—63 in number, they live in widely separated areas, from Boston to Los Angeles, from Jacksonville to Seattle.

In short, the John Blair Building is owned by Blair stockholders—63 key men in the Blair companies. It is a building for which their Salesmanship forms the cornerstone.

In a still broader sense, the Blair Building bears testimony to Air Salesmanship—the superb selling-power of Spot Broadcasting. For our success in building business for any station rests largely on that station's capacity to build business for advertisers.

As a result, our working relationship with Blair-represented stations is extremely close, with highly effective cooperation on both sides. We have shared in their progress, and they in ours.

Along with year-to-year sales goals for each of our stations, the Blair Building provides an outstanding incentive for long-range achievement.

As is customary, much of the building-cost is currently covered by sound real-estate financing. But in the years ahead, those building costs have got to be paid.

In consequence, month after month, our organization is virtually pledged to keep beating its past records in sales-performance for our stations—so that in the long run our earnings will place complete equity of land and building in the hands of Blair men.

Yes, the cornerstone of the John Blair Building is Salesmanship. And eventually the entire building itself will stand as a towering tribute to the selling-power of Spot Broadcasting.

JOHN BLAIR & COMPANY—founded 1933—exclusively radio

BLAIR-TV—founded 1948—the first company formed to serve television stations exclusively

BLAIR TELEVISION ASSOCIATES—founded 1954—a further extension of the Blair principle of specialized tv selling

New Projector Will Prolong Life of TV Film, Eastman Says

ROCHESTER, N. Y., April 19—Eastman Kodak Co. has introduced a new 16mm film projector for television stations, which it says will save thousands of dollars in longer print life for companies with heavy investments in tv film commercials.

The new projector, the CMP 350, was first unveiled in Chicago at the recent annual convention of National Assn. of Broadcasters. It will be sold directly to stations, and will be marketed strictly through General Electric, since it represents a marriage of electronics and mechanics. Eastman sells the central component unit to GE, which then assembles and markets the full unit.

Eastman says tv films will suffer much less wear and tear if they are run in the new projector. As opposed to conventional intermittent, stop-and-start film movement, film run through the CMP 350 glides smoothly and continuously, the company said.

■ The company estimated that the useful life of tv film commercials may be doubled by using the new projector. Eastman says the CMP 350 all but eliminates scratches, abrasions and fine dust particles which the film emulsion may have picked up from mishandling or in its travels through conventional projectors.

The new projector also has a film measuring and automatic focus device, which compensates for any film dimension changes or broken perforations. #

Sutton Publishing Reshuffles Executives

Sutton Publishing Co., White Plains, N. Y., has appointed R. A. Neubauer vp and assistant publisher of *Electronic Equipment Engineering* and *Industrial Electronics*, new monthly publication to bow Aug. 15. Mr. Neubauer was formerly vp and general manager of Sutton.

At the same time Edward A. Sutton, formerly vp and sales manager of *Contractors' Electrical Equipment* and *Electrical Equipment*, has been named vp and assistant publisher of the two magazines. Glenn W. Sutton Jr. has been named general manager of the company; he also will continue as vp and treasurer. Sutton also has named Joseph F. Ryan, formerly with Rogers Publishing Co., sales manager of *Industrial Electronics* and Ronald K. Jurgen formerly with International Business Machines Corp., editor of the new publication.

Delehanty, Kurnit Adds Fruit of the Loom; Appoints Two

Fruit of the Loom Corp., New York, has appointed Delehanty, Kurnit & Geller, New York, to handle advertising for its licensed products division. KGA, the agency's sales promotion division, handles sales promotion and merchandising for Fruit of the Loom.

Delehanty, Kurnit has promoted Robert Socol, formerly production manager, to the new post of general manager of the agency. Lester Goldstein, formerly production manager of American Photograph Corp., has been named to succeed Mr. Socol.

O'Mara & Ormsbee Names 3

Frederic B. Farrar, vp of O'Mara & Ormsbee, has been named eastern sales manager. William C. McGhee, formerly with the *New York Daily News*, and States D. Tompkins, formerly with Moloney, Regan & Schmitt, have joined the company's New York sales staff.

Selfix Products to Ludgin

Selfix Products Co., Chicago, has appointed Earle Ludgin & Co. as its agency. The company manufactures plastic kitchen and bathroom accessories.

NARGUS BULLETIN

is the SUPER market for SUPERMARKETS

It's SUPER Because

NARGUS BULLETIN readers control their own purchases in 112,000 food stores with annual sales of $24 billion, representing 44% of total food business.

NARGUS BULLETIN reaches 80% of all supermarkets (exclusive of national chains), 50% of all superettes, all voluntary and cooperative group headquarters and all members of National American Wholesale Grocers Association and National Food Brokers Association.

NARGUS BULLETIN is the outstanding monthly magazine in the food distribution field. Published by National Association of Retail Grocers of the United States.

NARGUS BULLETIN

YOUR SUPER-SALESMAN
360 N. Michigan Ave.
Chicago 1, Illinois

If you're a pro—and proud of it—you get deep personal satisfaction in businesspaper advertising. You know you're doing man's work when you produce advertising that will make hard-headed businessmen sit up and take notice . . . in businesspapers.

Advertising in

as any advertising man

men who read

THE ASSOCIATED BUSINESS PUBLICATIONS • 205 EAST 42ND STREET, NEW YORK 17, NEW YORK • 201 NORTH WELLS STREET, CHICAGO 6, ILLINOIS • 1004 NATIONAL PRESS BUILDING,

Advertising Manager, Detroit Corporation . . . Photo on location by Arnold Newman

businesspapers means business

who knows his business will tell you — *because*

businesspapers mean business

WASHINGTON, D. C./**GOOD BUSINESS ADVERTISING WORKS BEST IN A GOOD BUSINESSPAPER—AN ABC-AUDITED, BOUGHT-AND-PAID-FOR ABP PAPER**

2463 key hospital people share 407 copies

OF 500 HOSPITAL ADMINISTRATORS reporting just recently in THE MODERN HOSPITAL's continuing readership study, 407 reported sharing their copies with 2056 other key people in their hospitals, producing a total of 2463 exposures just to the administrator's subscription copies in these 407 hospitals. The 2056 *extra* exposures are the bonus that a superior magazine maintaining high quality paid circulation provides as *internally controlled distribution*.

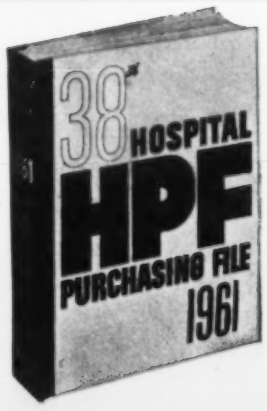
THE MODERN HOSPITAL's continuing readership study also shows that 401 of the 500 reporting administrator readers took 729 distinct actions as a result of reading advertisements in the magazine: communicating with advertisers or their distributors, discussing advertised products with salesmen, actually selecting or recommending products, or filing product information for future use.

The total paid circulation of THE MODERN HOSPITAL (November 1959 issue) in the name of hospitals and their chief administrative officers was 9590, covering 81.5% of all U.S. hospital beds and 85.3% of the total market.

Let THE MODERN HOSPITAL district manager in your area tell you the whole story, including the complete continuing readership study and a recent report of a publishing frequency survey (a monthly magazine is preferred by a 5.6 to 1 margin over a semi-monthly).

The Modern Hospital Publishing Co., Inc.
919 N. MICHIGAN AVENUE, CHICAGO 11, ILLINOIS

publications of F. W. DODGE CORPORATION



File hospital product information here

SINCE 1919 HOSPITAL PURCHASING FILE has served hospitals. Here your catalog of products hospitals use will be filed, indexed for easy reference, distributed to every hospital of twenty beds or more, and retained for reference when products are being considered and purchases made. *Hospitals come here to buy—and your catalog filed here makes it easy for hospitals to buy from you.* 1961 Edition is now in preparation. *Ask for complete details, proof of use.*

Exclusive catalog sales representatives,
The Modern Hospital Publishing Co., Inc.

Home Furnishings Ads Contemptuous of Consumers:Capitman

NEW YORK, April 19—A market researcher said last week that the home furnishings industry is contemptuous of the consumer, doesn't understand how to appeal to the housewife and produces lacklustre ads which have "no relationship to being alive."

These criticisms were heard at the National Design Center here. They came from William Capitman, president of the Center for Research in Marketing, Peekskill, N. Y.

Mr. Capitman said his portrait of the industry was derived from consumer interviews conducted by his company.

"The home furnishings industry, as an industry, has failed to adequately communicate to the consumer in a convincing fashion those things which will induce the consumer to make decisions in its favor," he asserted.

■ As examples of the industry's failure to communicate, Mr. Capitman cited ads by Drexel, Woodward, Heritage and Magee carpets.

Mr. Capitman reported that his company examined 24 full-page home furnishings ads in the April *House & Garden* and found that 14 of them showed people "in formal settings, wearing either formal or semi-formal clothes." Eight of these 14 showed people in formal evening clothes. The same results were obtained from a study of ads in *Better Homes & Gardens* and *Living for Young Homemakers*.

"The times have passed the industry by," Mr. Capitman concluded. "The kind of status to which they refer is not only old-hat, but to today's consumer constitutes the real acme of bad taste." #

Davis Launches 'Mobile Home'

Davis Publications, New York, has introduced a new monthly magazine, *Mobile Home Journal*, directed at "people who live in, or are interested in, mobile homes and travel trailers." Initial print order for the publication, which contained 53 editorial pages and 31 pages of paid advertising, was 153,000 copies. The one-time b&w page rate is $725. Price per copy is 35¢.

FAT CATS—*Puss 'n Boots offers your cat's "weight in gold" for naming one of the cats in this color ad, scheduled for April or May issues of seven magazines plus Sunday supplements. The winner will actually receive $35 per ounce (the value of gold) on his cat's weight. Lynn Baker Inc. is the agency.*

Consumer Market Book Out

"A Graphic Guide to Consumer Markets," put out by the National Industrial Conference Board under the sponsorship of *Life*, is a new compilation of "prime relevant marketing information" on the consumer field. *Life* said the volume, available to associates of the board at $3 and to others at $35, "provides a compact and convenient distillation of current marketing information ordinarily available only from scattered statistical sources."

Hyde Named Publisher

Hugh M. Hyde, publisher of *Automotive World* and *Industrial World*, has been given additional responsibility by American Exporter Publications, New York, as publisher of *Electronics Internacional* and *International Electronics*, new export trade publications to be introduced by the company in October.

Johnson Joins Standard Camera

Rolfe E. Johnson, formerly with Bantam Books and Kling Photo Corp., has joined Standard Camera Corp., New York, as advertising manager. Murray Diamond previously held the position.

Strongest Link
in your CHAIN OF BUYING POWER
is the
GREEN BAY-APPLETON INTERURBIA

★ Serving Ten Counties from Two Key Cities

★ Wisconsin's Second Richest Market

Sold at Low Combination Rate

No Other Daily Newspaper Can Deliver More Than 10% of this Market.

GREEN BAY PRESS-GAZETTE
February, 1960 Average
Circulation: 42,665

APPLETON POST-CRESCENT
February, 1960 Average
Circulation: 39,814

Represented Nationally by SAWYER-FERGUSON-WALKER COMPANY, Inc.

IN 1959, THE HOUSTON CHRONICLE PUBLISHED

MORE
general grocery advertising than both other Houston newspapers combined

CHRONICLE	887,252 lines
2nd paper	629,104 lines
3rd paper	115,112 lines

The Houston Chronicle dominates general grocery advertising in Houston. In retail grocery advertising, too, The Chronicle leads both other Houston newspapers. There's good reason why The Chronicle carries more grocery linage . . . RESULTS at the cash register!

...in Houston, The Chronicle Reaches More People... Carries More Advertising... Sells More Merchandise

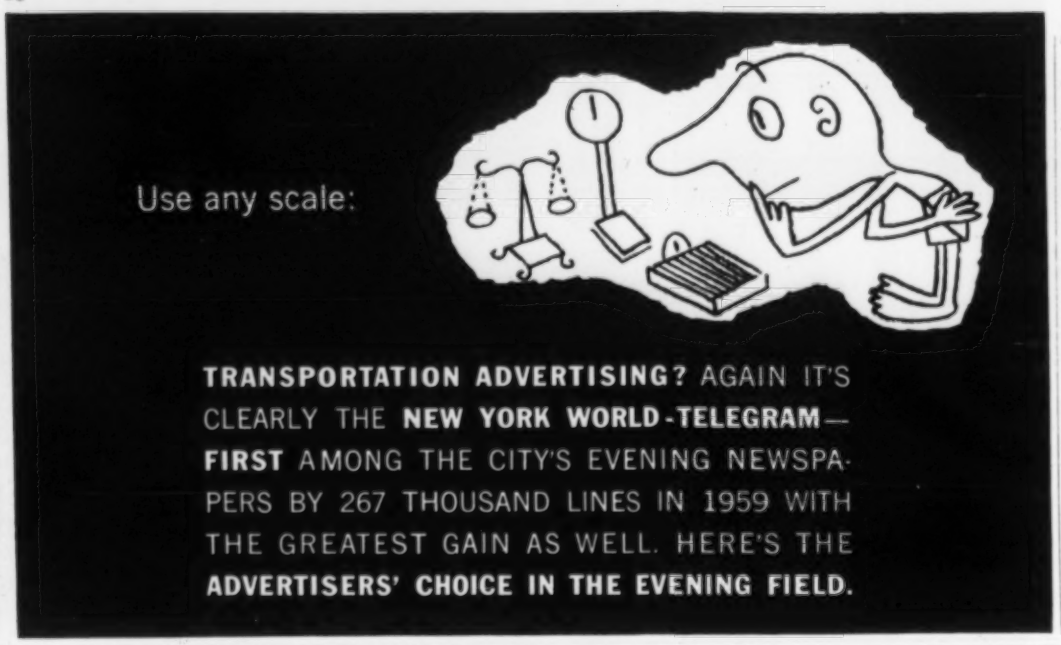
SOURCE: MEDIA RECORDS

THE HOUSTON CHRONICLE

Read By More Houstonians Than Any Other Newspaper...

The Chronicle is a MUST Buy!

The Branham Company—National Representatives


Use any scale:
TRANSPORTATION ADVERTISING? AGAIN IT'S CLEARLY THE NEW YORK WORLD-TELEGRAM— FIRST AMONG THE CITY'S EVENING NEWSPAPERS BY 267 THOUSAND LINES IN 1959 WITH THE GREATEST GAIN AS WELL. HERE'S THE ADVERTISERS' CHOICE IN THE EVENING FIELD.

Petersen Appoints Three

Petersen Publishing Co. has added Cliff N. Belvedere and Richard H. Walker to its staff of advertising sales representatives in its New York office. Mr. Belvedere was previously a representative for *Radio & Television Weekly* in New York and New England. Mr. Walker was formerly with Katz Agency, New York. In another appointment the company named Mrs. Bernice Miller director of merchandising and promotion for *'Teen*, with offices in Los Angeles. She was previously in the promotion department of KTTV, Los Angeles.

John Shull Joins Tilds & Cantz

John Shull has joined Tilds & Cantz Advertising, Los Angeles, as account executive and director of merchandising. Mr. Shull was formerly an account executive at Grant Advertising and prior to that was a vp of Philip J. Meany Co.

ON ALL FRONTS—*In a post-Lenten promotion, Ragu Packing Co., Rochester, is offering a free red-striped cloth spaghetti bib for three labels from Ragu spaghetti sauce. Offer is being made via newspapers in seven markets. Wright Advertising Agency, Pittsford, N.Y., is the agency.*

Wash Up Towelettes Return to N. Y. via Radio-TV, Print Ads

NEW YORK, April 19—Wash Up, a moist towelette manufactured by Lensclean Inc., is now being reintroduced in the New York area and will be backed with broadcast and print ads.

The new product, which is chemically treated to clean and dry hands, received a sparse introduction here last year but made little impact because of an absence of advertising and promotional backing, Les Harris, partner of Fladell-Harris Co., told ADVERTISING AGE. Fladell-Harris has handled the account since the agency was formed about six months ago.

Wash Up, which is sold only in drug stores, will receive its initial advertising push on WPIX-TV when it sponsors a re-telecast of an hour film special, "The Russian Revolution," May 19. This will be followed by a 13-week spot schedule on the station, including about 13 taped minute announcements per week.

A five-week spot radio schedule of live minute announcements will start on WOR about June 1. The spots will be run mainly in interview-type shows because of the agency's desire "to reach loyal audiences which the personalities of such shows usually draw," Mr. Harris said. Some newspapers will be used on a cooperative basis.

■ If the product catches on, distribution will be expanded to other areas, Mr. Harris said. Two large markets on the East Coast may be added soon.

Wash Up towelettes come in packages of 10 and 20. The manufacturer, Lensclean, also makes a lens cleaner and a filter for coffee urns. #

Hixson & Jorgensen Adds One

Motorola Aviation Electronics, Santa Monica, Cal., has named Hixson & Jorgensen, Los Angeles, its agency. Formerly the LearCal division of Lear Inc., the company was acquired by Motorola Inc., Chicago, in January, 1960. Annual sales are about $8,000,000. The advertising budget is $100,000, to be used in general public aviation publications.

McCutcheon Adds Book

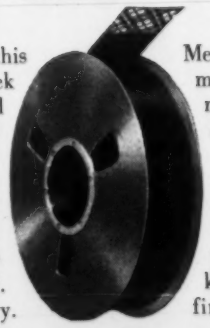
House & Garden has appointed Dale McCutcheon & Co., Chicago, midwestern representative for its "1961 Book of Decorating & Entertainment."

KIM HUNTER AND DANE CLARK IN *THE CLOSING DOOR* ON "THE PLAY OF THE WEEK"—AN NTA RELEASE

It's "SCOTCH" BRAND Video Tape "Live" Action for

"THE PLAY OF THE WEEK"

☐ Television is proving its potential again this season to viewers across the nation. Each week "The Play of the Week", a highly-acclaimed dramatic series, presents a theater classic with a cast of top Broadway talents. Integral to the show is "SCOTCH" BRAND Video Tape, used by the show's producers, National Telefilm Associates, Inc., to capture the "live" perfection of the original performance. Tapes are then used for rebroadcast by television stations from coast to coast. ☐ And so it goes throughout the television industry.



Memorable moments as well as "hard-sell" commercials are being captured on tape in increasing numbers. The wonder of tape pares production costs substantially, creates "fluff-free" performances, permits flexibility in rehearsals and shooting. Is it any wonder that tape has revolutionized the television industry? ☐ "SCOTCH" BRAND Video Tape, like audible range and instrumentation tapes, was pioneered by 3M research—the kind of research that keeps 3M magnetic products first in proved quality for professional use.

MINNESOTA MINING AND MANUFACTURING COMPANY
...WHERE RESEARCH IS THE KEY TO TOMORROW

"SCOTCH" and the Plaid Design are Registered Trademarks of 3M Co., St. Paul 6, Minn. Export: 99 Park Ave., New York. Canada: London, Ontario. © 1960 3M Co.

WHAT'S IN IT FOR YOU?

PLENTY! Because there's so much in it for HER!

Everything the teen-age girl wants in a magazine is hers—*exclusively*—in SEVENTEEN. From cover to cover, every issue is filled with entertaining fiction and enlightening features on how to act and look, decorate and cook...what to read and listen to, what to see and wear and do. SEVENTEEN gives its readers the complete understanding and friendly guidance teen-age girls seek. That's why they give SEVENTEEN their unshakable confidence and undivided attention. It's the magazine they believe in, live by and buy from. America's 9 million teen-age girls represent a $4½-billion market. Join the growing list of advertisers who are getting amazing buying action from this market—in SEVENTEEN.

it's easier to **START** *a habit than to* **STOP** *one!*

SEVENTEEN MAGAZINE • 488 Madison Avenue, New York 22 • PLaza 9-8100

DOUBLE EXPOSURE FOR YOUR ADVERTISING: **SEVENTEEN-at-School—only magazine of its kind—offers your educational materials to high school home economics teachers. SEVENTEEN Magazine carries your advertising into their classrooms. Ask us about it!**

PREMIUM OFFER—*Aurora Plastics Corp. will use this four-color page in the May Boy's Life to introduce a premium offer: Shield's tie pins and cuff links. Premium theme will also be used in point of purchase material. Harold J. Siesel Co., New York, is the agency.*

Alcoa Dealer Push Backs Consumer Ads

PITTSBURGH, April 19—A market-maker promotion, in which appliance dealers are offered a chance to tie in with Aluminum Co. of America's national advertising campaign, will get under way in June as the third phase of a concentrated ad campaign designed to create more markets for aluminum.

Appliance merchants are being offered a promotion kit which will enable them to construct their own displays around the Alcoa label and the theme, "Aluminum—the modern metal for major appliances," being used in tv, radio and magazine ads.

A promotion idea book, containing traffic-building hints plus information on the use of aluminum in appliances is included in the kit. There is also a manufacturer resource list of companies which make products of Alcoa aluminum, and instructions on how a local display may be related to Alcoa's national advertising campaign. #

Markus-Campbell Opens Push

Markus-Campbell Co., Chicago, has launched a spring campaign, with the initial push for its National School of Dress Design division. Ads are scheduled in the *Simplicity Pattern Book* and newspapers throughout the country. Hall, Haerr, Peterson & Harney, Peoria is the agency.

Two Join 'Seventeen'

Seventeen has added two salesmen to its staff. They are Robert Sprenger, formerly with Scholastic Publications, and Peter Fallon, formerly with the Fitz-On Heel Corp., Manchester, Vt.

BACON KNOWS
MAGAZINES!

We specialize in magazine clipping. Our list covers 3500 business, farm and consumer magazines—a complete blanketing of the American magazine field as listed in Bacon's Publicity Checker. You can check your own publicity, competition's publicity, competitive advertising or subject research. Here is the **complete** service for magazines. Best coverage, fastest service, highest accuracy.

★ BUSINESS ★ FARM
★ CONSUMER

Send for Booklet No. 59
"Clippings Benefit Business"
BACON'S CLIPPING BUREAU
14 E. Jackson Blvd., Chicago 4, Illinois
WA bash 2-8419

Marine Retailers Spending More: 'Boating Industry'

Marine retailers have increased their advertising and promotion budgets from 10% to 25% in 1960 over last year, according to a survey of 12 marine retailers in 12 cities in the April *Boating Industry*. The survey found that newspaper display advertising was used by 91.7% of the marine retailers, newspaper classified by 83.4%, radio 50%, exhibits at boat shows 41.7%, tv 33.4%, regional magazines 33.4%, yellow pages 25%, direct mail 16.7% and outdoor 16.7%. Cities covered in the survey include Boston, Dallas, Denver, Kansas City, Mo., Louisville, Milwaukee, Oklahoma City, Philadelphia, St. Petersburg, Fla., San Diego, Seattle and West Columbia, S.C.

Ahrensdorf Named Publisher of Hayden Publications

Robert E. Ahrensdorf, who formerly represented *Electronic Design*, through his own representative company on the West Coast, has joined Hayden Publishing Co., New York, as publisher of *Electronic Design*, *Electronic Daily* and *Electronic Designers' Catalog*.

James S. Mulholland Jr., one of the founders of Hayden Publishing, has assumed the title of president, succeeding co-founder Richard T. Gascoigne, who has become chairman. The move was made to allow the founders to concentrate on company expansion. Hayden also announced it will move to 850 Third Ave., New York, in the spring of 1961.

Katz Appoints Four

The Katz Agency, New York advertising representative, has added three staffers to its newspaper division. They are: Arthur Anderman, formerly with the *New York Daily News;* Charles W. Livingston, formerly with O'Mara & Ormsbee, and Walter L. Kovalevsky, formerly with Petersen Publishing Co. John G. Sherwin, formerly a salesman with Petersen Publishing Co., has been named to the Katz tv sales staff.

Bennett & Chase Adds Account

The animal nutrition division of Hoffman-LaRoche Inc. has appointed Bennett & Chase & Co., New York, to handle its advertising. The division is a new advertiser.

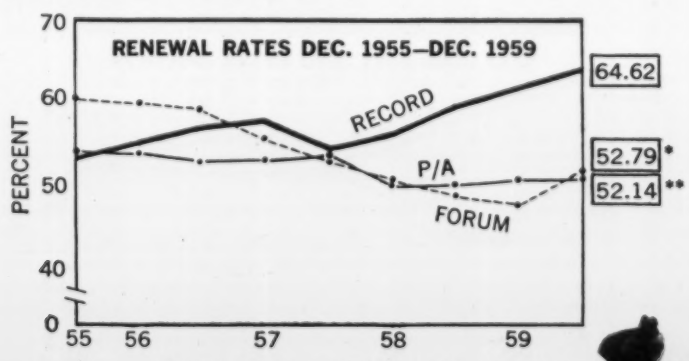
Architectural Record scores...

ANOTHER ALL-TIME HIGH IN

And Audit Bureau of Circulations publisher's statements for the three leading architectural magazines show that Architectural Record has scored the largest combined architect and engineer circulation gain over the past two years. For 1960, Architectural Record offers building product advertisers:

most architect subscribers...	18,558	Progressive Architecture	17,765
		Architectural Forum	14,465
most engineer subscribers...	10,364	Progressive Architecture	8,079
		Architectural Forum	4,639
most architect and engineer subscribers...	28,922	Progressive Architecture	25,844
		Architectural Forum	19,104
lowest cost per page per 1,000 architects and engineers...	$26.80	Progressive Architecture	$29.99
		Architectural Forum	$56.01

And the best renewal record by far...



*Excluding foreign. **Excluding A.P.O. and foreign.

Memphis Builder, Kroger, Top Value Launch Tie-in Push

Wallace E. Johnson, Memphis builder and owner of Wallace E. Johnson Hardware and Standard Builders Supplies, has joined in a giveaway advertising promotion, currently being held in the Memphis area, with the Kroger Co., Cincinnati, and Top Value Enterprises, Dayton. Prizes offered in the promotion include a modern ranch-style house, 1,000,000 Top Value stamps, plus merchandise offered by Wallace E. Johnson Hardware and other merchants.

To be eligible for the program, entrants merely write his or her name on an entry blank, available at Kroger stores in the greater Memphis area.

Stamp Conviction Upheld

The Saskatchewan court of appeals has unanimously upheld the conviction of O. K. Economy Stores Ltd., Regina, under the trading stamps section of the criminal code. The chain store company was fined $300 last December in district court. That trial was a Crown appeal against an earlier acquittal on the same charges.

Minnesota Mining Becomes MBS' Fifth Owner in 3 Years

NEW YORK, April 19—If nothing else, the Mutual Broadcasting System, which this week changed hands for the fifth time in less than three years, is proving that there are plenty of people willing to gamble on what has been a long-time money-losing proposition.

Latest to take on the job of keeping the 458-station network afloat is Minnesota Mining & Mfg. Co., which acquired the network from Albert G. McCarthy Jr. and Chester H. Ferguson, two Florida business men. The current monthly deficit at Mutual is believed to be approximately $10,000 to $15,000.

Since taking over the network in mid-1959 from a group headed by mail order specialist Malcolm E. Smith Jr., Messrs. McCarthy and Ferguson have invested about $1,500,000 in Mutual. This included payment to the previous owners, a voluntary bankruptcy settlement with creditors and expenditures to meet current bills.

Herbert F. Buetow, president of Minnesota Mining & Mfg. Co., who announced the purchase, would not reveal how much it cost to make Mutual a member of the 3M family of businesses. Key man in the sale of the network—as he was in the two preceding sales—was Robert F. Hurleigh, who will continue as president under the new ownership.

■ "It appeared to be a new direction for us," Mr. Buetow commented, "but a detailed study convinced us that we had been offered the opportunity to acquire a potentially profitable enterprise and at the same time perform an important public service." #

'K. C. Star' Boosts Kemper

Jim F. Kemper has been named manager of the Chicago office of the *Kansas City Star*. Mr. Kemper, who joined the *Star* in 1952, will supervise sales for national advertising of the *Star* as well as agricultural advertising for the *Weekly Star Farmer*.

ARCHITECT AND ENGINEER CIRCULATION

FOUR MORE REASONS WHY ARCHITECTURAL RECORD IS YOUR BEST BUY FOR 1960...

1. EDITORIAL LEADERSHIP—Edited *specifically* for building's most important buying influences—architects and engineers. Most editorial pages. 41 editorial awards. And Record editors have full access to the great building news resources of F. W. Dodge Corporation whose services to the building industry include *Dodge Reports, Sweet's Catalog Service* and *Dodge Construction Statistics.*

2. PREFERRED READERSHIP—Architects and engineers have voted Architectural Record "preferred" in 140 out of 155 studies SPONSORED BY BUILDING PRODUCT MANUFACTURERS AND ADVERTISING AGENCIES.

3. TOP VERIFIABLE MARKET COVERAGE—Over 85% of the total dollar value of all architect-planned building, nonresidential and residential, is in the hands of Record's architect and engineer subscribers.

4. ADVERTISER PREFERENCE—Year after year more building product advertisers serve more architects and engineers with more pages of advertising in Architectural Record than in any other architectural magazine. Architectural Record is building's busiest magazine marketplace.

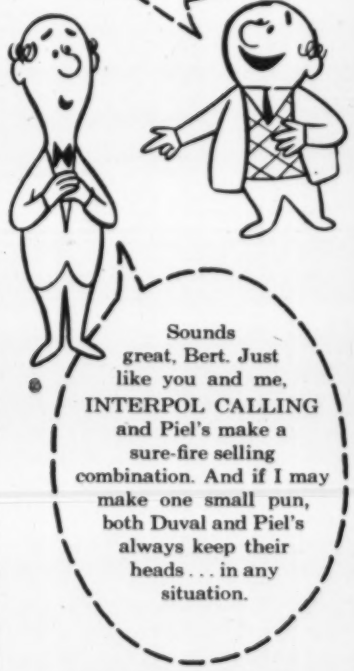
ARCHITECTURAL RECORD

"workbook of the active architect and engineer"

119 West 40th Street, New York 18, N. Y.

Sarasota High School, Sarasota, Fla.
Architect: Paul Rudolph
Photographer: Joseph Molitor

Attention advertisers! Piel's Beer is sponsoring INTERPOL CALLING, starring Charles Korvin as Inspector Paul Duval on New York's WPIX, Sunday nights at 10:30. Now Interpol's story, which the public has been reading about in Reader's Digest and other magazines and newspapers, comes to television . . . presented by Piel's.



Sounds great, Bert. Just like you and me, INTERPOL CALLING and Piel's make a sure-fire selling combination. And if I may make one small pun, both Duval and Piel's always keep their heads . . . in any situation.

'INTERPOL CALLING'

the new television series that Bert, Harry, Blitz-Weinhard, Pfeiffer's, Labatts, Miller High Life, Santa Fe Winery and so many other kinds of advertisers are buying, buying, buying!

ITC INDEPENDENT TELEVISION CORPORATION

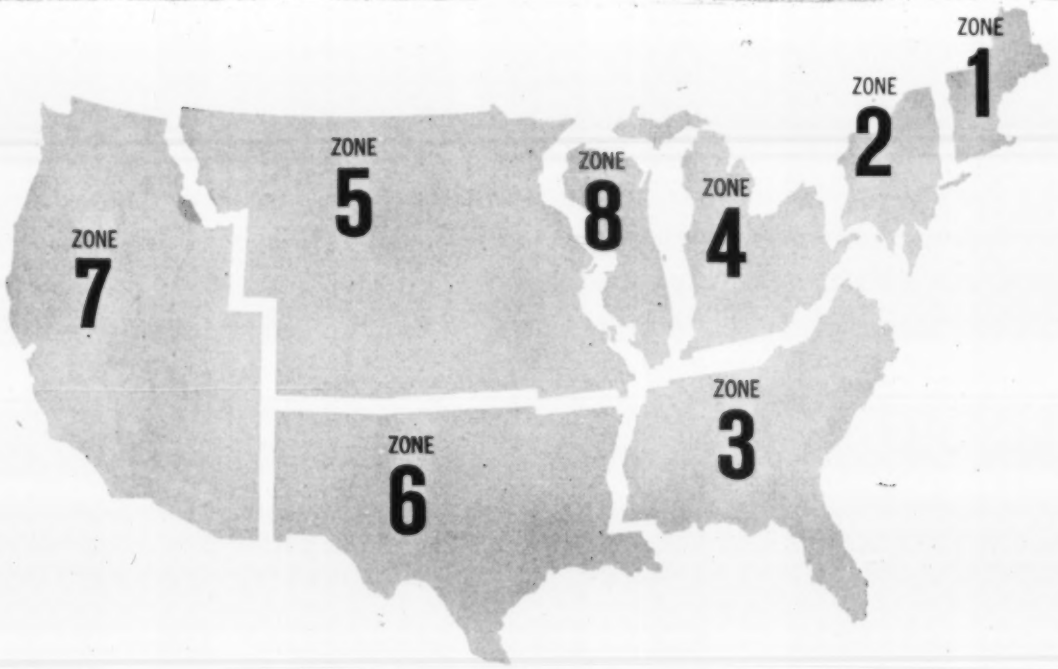
488 Madison Ave. • N. Y. 22 • PLaza 5-2100
ITC OF CANADA, LTD.
100 University Ave. • Toronto 1, Ont. • EMpire 2-1166

© 1960 PIEL BROS., BROOKLYN, N. Y.

LOOK MAGAZONE.

the plan that launched 1,500 zone markets. Insertions guar

MAGAZONE SELLS WHATEVER YOU SELL ...WHEREVER YOU SELL IT



The LOOK Magazone Plan provides advertisers with 8 marketing zones for use individually or in *any* combination. In the half year since Magazone was introduced, hundreds of advertisers have adopted it to solve regional selling problems, placing orders for over 1,500 zone insertions to date.

The 8 Magazones, corresponding to sales-tested marketing areas, are available *without red tape.* Just pick your advertising target and place your order. No need to get other advertisers to buy remaining zones . . . no "if-and-when" problems. Insertion is guaranteed.

Magazone's flexibility will solve your most complex regional and seasonal problems . . . simplify product-testing and introduction . . . beef up point-of-sale merchandising by making possible area-by-area dealer listings. Now, through Magazone, you can match your message to *your* market with the impact, authority and prestige of one of America's great *national* showcase magazines.

MATTRESSES IN NEW ENGLAND

SLUMBERLAND makes mattresses primarily for distribution in New England. Its first advertising venture in a national medium was a full-page insertion in Zone 1 of LOOK's premier issue of Magazone. The ad produced the biggest sales in Slumberland history. A follow-up Magazone promotion this year boosted sales 60 per cent over the same period of 1959.

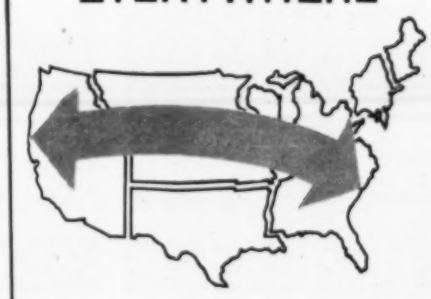
CALL YOUR LOOK OFFICE TODAY

New York — Murray Hill 8-0300 • **Chicago** — **Detroit** — Trinity 5-2786 • **Cleveland** — Main **Atlanta** — Trinity 2-9017 • **Dallas** — Riverside

■ ■

zone ads--matched to specific

anteed. No partners, no waiting!

HOMES IN THE EAST	APPLES IN THE SOUTH	BATTERIES IN THE NORTHWEST	LEADING PRODUCTS EVERYWHERE
			
MAIN LINE HOMES is one of the largest producers of pre-cut, panelized homes in the East. Its Zone 2 advertisement last fall, according to Main Line, "exceeded our greatest expectations. We got 1,400 coupons the first week and over 5,000 to date. And these LOOK replies were of such high caliber that they led directly to $500,000 in sales—in what is normally an off-season."	**H. F. BYRD,** world's largest apple grower, placed a full-page, four-color ad in Zones 3 and 6 of LOOK's December 8, 1959, issue, to become the first company in its field ever to advertise in a major national magazine. Result: salesmen reported that increased dealer enthusiasm, in-store promotions and tie-in advertising led to substantial sales and entry into new markets.	**GRANT** distributes its auto batteries mainly in the Northwest (Zones 5 and 8). Its first advertisement in a national medium (LOOK, Oct. 13, 1959) produced immediate results. Grant reports: "The increase in sales and the number of new jobbers and dealers obtained as a result of this ad must be regarded as a tribute to the local impact of LOOK and its Magazone Plan."	**MANY NATIONAL NAMES** in advertising use the Magazone Plan to match specific messages to specific markets. For example: Alcoa (Aluminum Packaging) in Zones 2 & 7. General Electric (Air Conditioners) in Zones 3 & 6. General Motors (Frigidaire) in Zones 3, 4, 5 & 8. Goodrich (Tires) in Zones 1, 2, 3, 4, 5 & 8. Gulf Oil (Gasoline) in Zones 1, 2, 3, 4, 6 & 8. Kraft (Margarine) in Zones 3 & 6. Quaker Oats (Pie Crust) in Zones 1, 2, 3 & 4.

Central 6-8127 • **Hartford** — Chapel 6-5409 • **Minneapolis** — Federal 9-0371
1-3698 • **Pittsburgh** — Express 1-3036 • **Philadelphia** — Market 7-2587
8-7409 • **Los Angeles** — Webster 3-8191 • **San Francisco** — Garfield 1-4960.

LOOK

People are the purpose
People are the power

This Week in Washington . . .

House Unit Questions Whether U.S. Market Research Really Aids Farmer

By Stanley E. Cohen
Washington Editor

WASHINGTON, April 21—Members of the House appropriations committee were in a belligerent mood recently, when officials of the agricultural marketing service told how their research trims costs and stimulates use of farm products.

The marketing service has a big staff of its own, and spends millions with private research outfits to underwrite reports on such subjects as consumer preferences for citrus fruits and beverage consumption by children. Many congressmen are convinced that much of this research profits food chains more than it profits farmers.

Rural congressmen are particularly sensitive these days. The farmer's share of the consumer food dollar has hit a 20-year low. If food is being handled more efficiently as a result of the government's marketing research, they contend, then the savings must be sticking to the middle man's fingers instead of reverting to the grower.

■ Agriculture Department witnesses offered some interesting information about sources of food price increases in the past 20 years. About half the $28 billion hike in the consumer's food bill reflects inflation, according to Harry C. Trelogan, assistant director of the agricultural marketing service. One-third, he said, merely represents a larger volume of food to serve more people. The remaining one-sixth is attributable to the new convenience foods—eviscerated chicken, tv dinners, sliced cheese, etc..

Advertising emerged as a suspect meriting more examination. "Labor costs are up about in proportion to the marketing margin," according to Mr. Trelogan. "Advertising costs are up again at a greater than proportionate rate."

For its data on advertising, the department relies on information obtained from the files of the Internal Revenue Service. A 10-year tabulation of expenditures by food manufacturing, wholesaling and retailing corporations dating back to 1947 shows their advertising expense up from $398,300,000 to slightly over $1 billion.

■ Congressional uneasiness about the department's research efforts came into the open when Mr. Trelogan described a manual which has been put together, combining several studies on the handling of produce in retail stores.

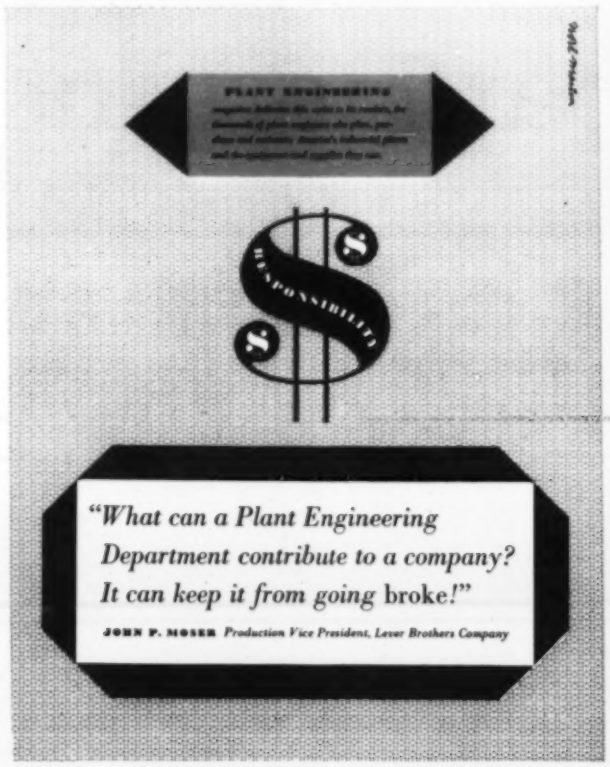
"It'll serve as a handy reference for store employes," he said proudly. "Also, it is probably going to be even more useful in training new employes, which has been one of the real difficulties encountered in getting produce properly handled in the retail store."

His enthusiasm was due for a quick chill. Rep. Fred Marshall (D., Minn.) saw this vegetable manual as a classic example of the department's tendency to step into the field of advertising and merchandising. "There's a question in my mind," he commented, "whether that's a correct and proper function of the Department of Agriculture."

■ Rep. Jamie L. Whitten (D., Miss.), the subcommittee chairman, chimed in. "We do this work," he commented, "which in turn lets Safeway Stores, for instance, reduce their labor costs, and then they show more profit." He suggested that 75% to 85% of the research work is benefiting "that group between the farmer and the consumer."

He had an additional gripe: "We have built up consumer demand for the perfect onion, the perfect potato and the perfect orange to where those that are not quite A-1 many times are wasted, in that none of the big marketing chains will buy them."

■ Agriculture Department officials defended themselves by pointing out that labor costs in the food field have stabilized in recent years, largely through the discovery of more efficient marketing methods. Even the committee members conceded there is no way of knowing what the marketing margin might be if new merchandising


PLANT ENGINEERING
RESPONSIBILITY
"What can a Plant Engineering Department contribute to a company? It can keep it from going broke!"
JOHN P. MOSER Production Vice President, Lever Brothers Company

The plant engineer is an authority. He has authority. Is he an authority on your products? Make him one in the pages of...

Function:
"The Plant Engineer is at the source of our problems, conceives the solutions and directs the intricate steps of execution."
Charles H Williams
Administrative Vice President - Engineering
United States Steel Corporation

SWINGLES
CUSTOM MADE
ONLY $58
U.S. only
the JINGLE MILL

*SWINGLES are swinging jingles that SELL! They're created exclusively for you by the Jingle Mill to move your product or win loyalty for your station.

SWINGLES are so good, 800 top advertisers and stations have bought over 10,000 of them, with a 98% re-order record.

Put this record to work for you. Write, wire or call.

THE JINGLE MILL
143 W. 51st St. N.Y. 19, N.Y. • PLaza 7-5730

methods had not been introduced.

■ In the end, Rep. Whitten and his colleagues indicated that their misgivings have yet to reach a point where they are prepared to chop off the marketing research work. "Your work has helped someone," the chairman observed. "The question with me is, who has it helped?" He suggested that during the next year the department make a study of its own studies. "I am giving you a chance to show," he exclaimed, "because serious doubts are arising." #

B&B Names 4, Boosts 6

Benton & Bowles, New York, has appointed Wayne Stuart-Bullock a creative supervisor, Gene Federico an art group head and Robert R. Morris and Edward J. Peguillan account executives. Mr. Stuart-Bullock formerly was with McCann-Erickson; Mr. Federico was with Douglas D. Simon Advertising, Mr. Morris was with Campbell-Mithun, and Mr. Peguillan was with Borden Co. Benton & Bowles also has elected John Anderson, Henry Muller and John L. Southard Jr., all account supervisors, vps. Three media buyers, Alan Hornell, Samuel Haven and Paul Roth, have been promoted to assistant media director.

F&S&R Displays Clients' Wares

Mobile displays featuring clients' products will be featured for the next year in the seven domestic offices of Fuller & Smith & Ross. A lineup of 20 different displays has been planned; each will run two weeks in each office. The purpose of the exhibits is to demonstrate the account diversification of the agency and help to familiarize employes and visitors with the products and services of its clients.

Screen Gems Boosts Two

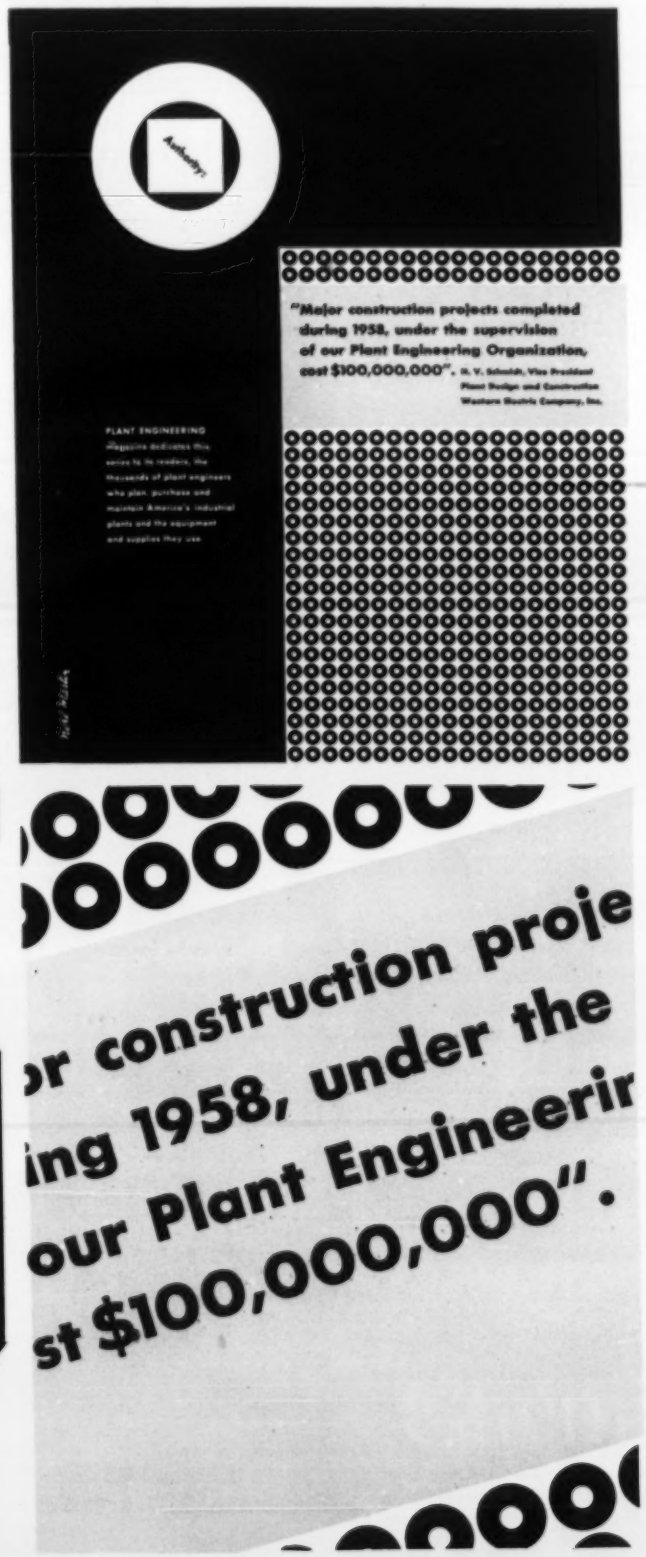
Robert Seidelman, director of syndication of Screen Gems, New York, tv film producer and distributor, has been promoted to vp in charge of syndication. William J. Connelly, previously a salesman in the syndication department, has been promoted to north-central area manager and will work from Screen Gems' Pittsburgh and Detroit offices.

Henry Bach Adds Raeford

Raeford Worsted Corp., New York, a division of Burlington Industries, has appointed Henry Bach Associates, New York, as advertising agency. The agency also handles another Burlington division, the Pacific Mills Worsted Co. Ben Sackheim Inc. previously handled the account.

Perry-Brown Appoints Maehr

Robert B. Maehr has been promoted to the post of treasurer of Perry-Brown Inc., Cincinnati. He has been with the agency since 1956, and formerly was assistant to the recently retired treasurer, Eunice P. Hannaford.


Authority:
"Major construction projects completed during 1958, under the supervision of our Plant Engineering Organization, cost $100,000,000".
PLANT ENGINEERING
Authority:
or construction proje
ing 1958, under the
our Plant Engineerir
st $100,000,000".

everyone gains from **FILMOTYPE**

If you use repro proofs or lettering, Filmotype is for you and your clients.

The Filmotype Photo-Lettering Machine almost instantly produces very sharp, very black copy that makes you successful, your customers order-deluged. Basically, all because readers of Filmotype material read more, believe more, buy more.

Filmotype's speed, ease of operation, all-inclusive alphabet selection, numerous other money-making and saving abilities will certainly make you gain, too.

Know about the Pays-for-Itself Purchase Plan? Write for details.

FILMOTYPE AA

FILMOTYPE 7500 McCormick Blvd., Skokie, Ill.

☐ Have the Filmotype representative make an appointment in my own office for a demonstration.

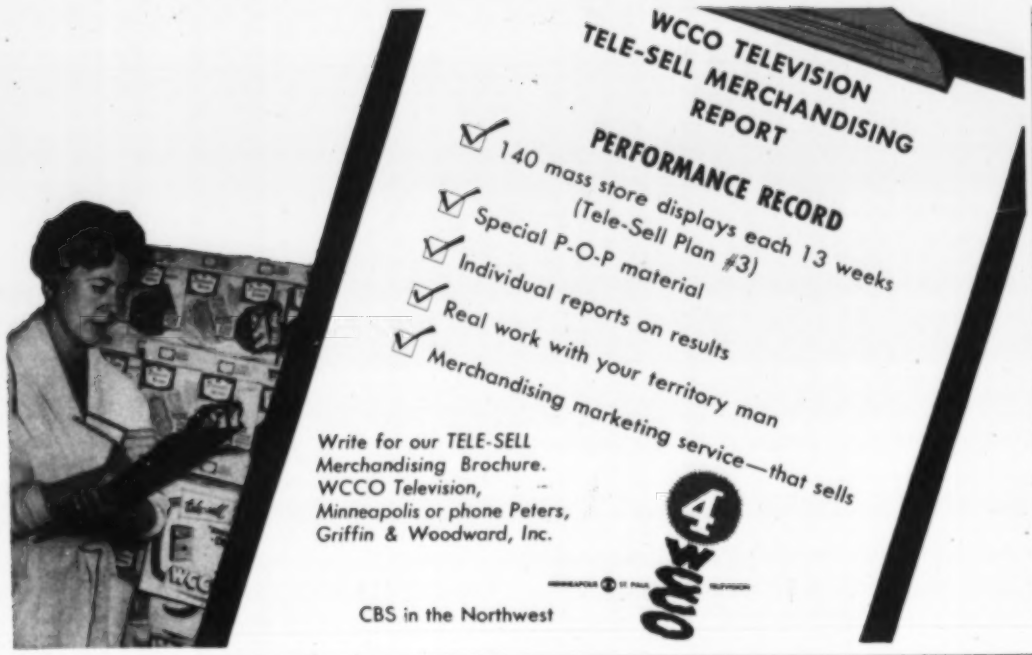
☐ Send me further information about the Filmotype Photo Lettering Machine.

Name_____

Firm_____

Address_____

City_____ Zone____ State_____


WCCO TELEVISION
TELE-SELL MERCHANDISING REPORT
PERFORMANCE RECORD
140 mass store displays each 13 weeks (Tele-Sell Plan #3)
Special P-O-P material
Individual reports on results
Real work with your territory man
Merchandising marketing service—that sells
Write for our TELE-SELL Merchandising Brochure. WCCO Television, Minneapolis or phone Peters, Griffin & Woodward, Inc.
CBS in the Northwest
WCCO 4

Edmondson Adds Duties

Robert J. Edmondson, business manager of Printing Developments Inc., a subsidiary of Time Inc., New York, has been given the additional responsibility of coordinator and manager of PDI's scanner division operations in Canada, Mexico and 10 southern states, a new post. The scanner division produces color separation negatives for photo-engravers, lithographers and gravure processors.

Albert Frank Names Three

Clifford H. McCall, an account executive with Albert Frank-Guenther Law, New York, has been named a vp. King Rich and Quentin I. Smith, vps, have been elected directors of the agency.

Curtis Fields Joins GB&B

Curtis Fields, formerly an art director in the Montreal office of Cockfield, Brown & Co., has joined Guild, Bascom & Bonfigli, San Francisco, as director of the art department.

'Emporia Gazette' Wins Ayer Cup from 859 Daily Entrants

PHILADELPHIA, April 20—The *Emporia Gazette* has been awarded the Ayer Cup for excellence in typography, make-up and printing. The Kansas daily won third honorable mention in its class in 1957. Its circulation of 8,574 is one of the smallest of any of the winners of the Ayer Cup.

The design of the paper was revamped three years ago by its present publisher, W. L. White, son of the former owner.

Judging of the 30th annual newspaper contest took place at headquarters of N. W. Ayer & Son last night. 859 daily newspapers were entered, the largest number since 1948. Each was judged on its issue of March 14, a date selected after the issue had appeared.

First honorable mention, for newspapers of more than 50,000 circulation, went to the *Atlanta Constitution; Christian Science Monitor* won second honorable mention in this class; the *Daily Oklahoman*, third. The *Christian Science Monitor* has won honorable mention 12 times, the Ayer Cup once.

Among newspapers of 10,000 to 50,000 first honorable mention went to the *Derrick*, Oil City, Pa.; second place, *Herald*, Ruthlane, Vt. (a two-time winner of the Ayer Cup); third, the *Berkshire Eagle*, Pittsfield, Mass.

In the under 10,000 circulation group, first honorable mention was won by the *Daily Stem*, Sumter, S. C.; second, the *Evening News*, Sault Ste. Marie, Mich.; third, *Evening Recorder*, Albion, Mich.

The *Gazette* and *Daily*, York, Pa., won the single honorable mention for tabloids. This newspaper, printed offset, won the Ayer Cup in 1958.

Judges for the 30th Ayer Cup contest were Raymond Moley, *Newsweek* columnist; Gilbert Seldes, head of the Annenberg school of communications, University of Pennsylvania; Harold W. Wilson, associate professor, University of Minnesota. #

West Coast Lumbermen Use Testimonials in Advertising

For the first time in 49 years, West Coast Lumbermen's Assn., Portland, is using builders' testimonials in its national advertising. Three different ads make up the series, all of which tell the home builder that he can save up to $200 on each house he builds by properly using Utility grade West Coast lumber. The ads also offer a free copy of the booklet, "Where to Use Utility Grade West Coast Lumber," which suggests the areas of use for Utility grade lumber, and features FHA span charts for rafters, ceiling and floor joists of Utility grade Douglas fir, West Coast hemlock, Western red cedar, Sitka spruce and White fir.

Copies of the booklet are available from West Coast Lumbermen's Assn., 1410 S.W. Morrison St., Portland.

Lines Opens Consultant Office

William Lines, for the past several years a senior merchandising executive with Erwin Wasey, Ruthrauff & Ryan, Los Angeles, has opened a marketing and sales promotion consultant company, William Lines Co., with offices in Pasadena, Cal. Before joining the agency, he was national advertising manager of the *Pasadena Star-News*.

'Western Dairy' Names Shea

John M. Shea has joined *Western Dairy Foods Review*, San Francisco, as associate publisher. Mr. Shea was formerly manager of the California Dairy Council.

Don't wait for the 1960 Census
but add Muskegon now
to your Metropolitan Area List

Don't miss 1960 opportunities by waiting many months for the results of the 1960 Census. Muskegon has now been definitely designated a Standard Metropolitan Area. Its metro population will be way over the 100,000 mark . . . in fact best estimates are the census will show its population to be near 150,000. And here's another definite fact to guide you now . . . of The Muskegon Chronicle's 44,579 circulation, 36,498 is concentrated in the metropolitan area. There's no other way to obtain this unusually high coverage. Check all the facts and you'll agree The Muskegon Chronicle is an exceptionally good buy in 1960.

MUSKEGON IS GREAT FOR NEW INDUSTRY

THE MUSKEGON CHRONICLE

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

A Booth Michigan Newspaper

Big commotion here in the Chemical Process Industries! In sight, a 100 million gallons potential of premium jet fuel to the Air Force at a dollar a gallon . . . and on top of that, another 200,000 barrels a day as soon as commercial jets go supersonic. CPI-Management are up to their ears in plans to capture a share of this $1.5 billion market.

When it's this hot, count on CHEMICAL WEEK to run with it. Result—a "Special Report" that does the legwork for busy managers in all functions. *For R&D bosses*, the facts of life on cooling complications . . . *for design and production*, an insight into processing problems . . . *for marketing execs*, the competitive picture . . . and *for top company officials*, the enormity of capital investment required.

Incisive, informative, an impetus to action . . . this is a typical example of the excitingly different editorial quality of CHEMICAL WEEK. Here is the versatile utility, meaningful freshness and depth of reporting that clears the decks for decision-making. Here is CPI-Management's own businesspaper . . . the right place for you to do business with CPI-Management!

In the Chemical Process Industries
YOUR MARKET IS A MANAGEMENT MAN
and you can sell him in . . .

Chemical Week

A McGraw-Hill Publication (ABC-ABP)

Expenditures of Leading Newspaper Advertisers, 1959

The data presented here are copyrighted, 1960, by the Bureau of Advertising, American Newspaper Publishers Assn., and are reprinted with permission. Included in this tabulation are all advertisers who spent $1,000,000 or more in national advertising in newspapers during 1959, broken down by the various products advertised. The listings include expenditures in *The American Weekly, Family Weekly, Parade, Puck—The Comic Weekly, Sunday, This Week Magazine* and other publications distributed as sections of Saturday or Sunday newspaper editions. Cooperative expenditures by national advertisers are not included. In next week's issue (May 2) Advertising Age will present the complete list of all advertisers who spent $25,000 or more in newspapers.

A

ALUMINUM CO. OF AMERICA	$ 1,211,128
Alcoa Products	169,077
Alcoa Wrap	994,907
Wear-Ever Utensils	47,144
AMERICAN AIRLINES	3,302,266
AMERICAN DAIRY ASSN.	1,923,548
American Dairy Assn.	1,901,296
Washington State Dairy Products Commission	22,252
AMERICAN HOME PRODUCTS	3,967,967
Aero Shave	99,434
Anacin	786,850
Antrol Rose Spray	23,539
Bio Dyne	2,426
Burnett's Extracts	24,078
Chef-Boy-Ar-Dee Lasagna	12,244
Chef-Boy-Ar-Dee Meat Ball Stew	13,093
Chef-Boy-Ar-Dee Products	426,944
Chef-Boy-Ar-Dee Sauce	70,500
Compound W	87,457
Dennison's Chili Con Carne	81,308
Dondril	47,220
Dristan Products	775,997
Duplexin	145,269
Easy-Off	81,625
Frey's Meat Products	15,730
G. Washington's Broth & Seasoning	51,883
Infra-Rub	9,706
Instil	6,858
Plastic Wood	7,460
Preparation H	739,052
Primatene	190,870
Psorex	18,691
Resdan	5,658
Sleep-Eze	171,669
Snarol	21,339
Soothol	2,062
3-In-One Oil	32,253
Tiz Foot Powder	1,321
Triumph	8,605
Whitehall Pharmacal Co.	6,826
AMERICAN MOTORS CORP.	8,507,433
Ambassador Cars	238,797
Kelvinator Dryer	1,251
Kelvinator Products	114,687
Kelvinator Range	1,439
Kelvinator Refrigerator	28,318
Kelvinator Washer	14,374
Kelvinator Water Heater	14,243
Metropolitan Cars	25,773
Metropolitan & Rambler Cars	5,327
Nash Cars	97,396
Rambler Cars	7,800,312
Institutional	160,514
Products	5,002
AMERICAN TOBACCO CO.	9,257,883
Corona Cigars	41,432
Half & Half Tobacco	35,377
Lucky Strike	1,288,063
Pall Mall	3,826,714
Riviera	207,764
Roi-Tan Cigars	537,779
Tareyton	3,319,447
Products	1,307
ANHEUSER-BUSCH	1,374,218
Bud Syrup	4,625
Budweiser Beer	1,147,205
Budweiser & Michelob Beer	1,006
Busch Bavarian Beer	219,696
Institutional	1,686
ARMOUR & CO.	1,544,650
Aqua Chiffon	69,872
Armour's Canned Meats	46,047
Armour's Chili	55,163
Armour's Fertilizer	1,065
Armour's Frozen Poultry Products	138,874
Armour's Meat Products	634,803
Armour's Products	26,193
Armour's Puppy Formula	1,253
Armour's Tamales	9,012
Armour's Vegetole Shortening	563
Cloverbloom Margarine	117,894
Dash Dog Food	207,708
Dial Soap	30,932
Glad Soap	1,266
Mayflower Butter	2,329
Mayflower Cottage Cheese	188
Mayflower Milk	5,205
Miss Wisconsin Cheese	38,711
Pan-O-Gold Chicken	4,032
Princess Dial	42,533
Treet	7,759
Vertagreen	103,248
ATLAS SUPPLY CO.	1,156,431
Tires	489,466
Products	666,965

B

BEACON CO.	
Beacon Wax	1,315,878
BEECH-NUT LIFE SAVERS	1,049,407
Beech-Nut Baby Foods	995,557
Beech-Nut Cough Drops	5,851
Beech-Nut Products	3,485
Pine Bros. Cough Drops	84,514
BOOK-OF-THE-MONTH-CLUB	1,127,260
Book-of-the-Month Club	418,474
RCA Victor Popular Album Club	531,683
RCA Victor Society of Great Music	60,673
Young Readers of America	116,430
BORDEN CO.	3,799,166
Borden's Baking Products	9,033
Borden's Buttermilk	33,483
Borden's Buttermilk & Dutch Chocolate Milk	9,052
Borden's Charlotte Freeze	3,528
Borden's Cheese Spreads	44,986
Borden's Cheese	642,210
Borden's Chocolate Malt	649
Borden's Coffee Ring	5,129
Borden's Cottage Cheese	99,262
Borden's Cream	1,725
Borden's Cream Cheese	53,349
Borden's Dairy Products	121,812
Borden's Dip 'N Chip	23,423
Borden's Dutch Chocolate Milk	25,843
Borden's Eagle Brand Condensed Milk	21,886
Borden's Egg Nog	25,035
Borden's Fruit Drinks	15,513
Borden's Grated Cheese	7,018
Borden's Ice Cream	208,287
Borden's Ice Cream & Milk	29,227
Borden's Instant Coffee	96,608
Borden's Instant Dutch Chocolate Mix	111,353
Borden's Milk	298,316
Borden's Parmesan & Romano Cheese	53,388
Borden's Sherbet	6,767
Borden's Skimmed Milk	8,132
Borden's Sour Cream	5,949
Borden's Strawberry Drink	6,642
Borden's Whipped Potatoes	1,081,924
Gail Borden Milk	1,961
Lady Borden Ice Cream	15,083
None Such Mince Meat	54,336
Pioneer Ice Cream	30
Starlac	642,027
Thompson's Egg Nog	3,024
Thompson's Milk	33,176
BROWN-FORMAN DISTILLERS CORP.	2,268,221
Bols Vodka	299
King Whisky	8,882
Early Times Whisky	1,230,882
Jack Daniel's Whisky	203,725
Old Forester Whisky	804,626
Usher's Scotch Whisky	19,807
BROWN & WILLIAMSON TOBACCO CORP.	2,063,356
Belair	75,715
Life	1,516,382
Raleigh	12,628
Sir Walter Raleigh Tobacco	120,480
Viceroy	338,151

C

CALIFORNIA PACKING CORP.	1,108,428
Del Monte Catsup	114,247
Del Monte Fruits	552,073
Del Monte Fruits & Juices	40,528
Del Monte Juices	47,886
Del Monte Vegetables	310,825
Del Monte Products	42,869
CAMPBELL SOUP CO.	4,906,207
Campbell's Beans	430,399
Campbell's Tomato Juice	109,286
Campbell's Soup	2,192,751
Franco-American Gravy	82,460
Franco-American Spaghetti	407,754
Swanson Frozen Foods	15,878
Swanson Frozen Pies	41,335
Swanson Frozen Poultry Products	55,594
Swanson TV Dinners	1,231,163
Swanson TV Dinners & Main Courses	130,553
V-8	209,034
CANADA DRY CORP.	1,192,009
Canada Dry Beverages	931,923
Canada Dry Vodka	6,475
Glamor Beverages	3,409
Hi Spot	3,400
Johnnie Walker Scotch Whisky	224,695
Pedro Domecq Brandies	22,107
CAPITAL AIRLINES	1,216,512
CARNATION CO.	2,987,661
Albers Cereals	22,469
Albers Corn Bread & Muffin Mix	33,004
Albers Pancake & Waffle Mix	125,179
Carnation Corn Flakes	42,204
Carnation Cottage Cheese	13,402
Carnation Dairy Products	19,718
Carnation Evaporated Milk	718,095
Carnation Ice Cream	57,625
Carnation Instant Dry Milk	450,868
Carnation Instant Wheat	16,307
Friskies Cat & Dog Food	1,162,071
Friskies Cat Food	125,474
Friskies Dog Food	161,778
Morning Evaporated Milk	36,850
Simple Simon Ease Yeast Dough	2,617
CHRYSLER CORP.	17,193,094
Chrysler Airtemp	71,778
Chrysler Cars	2,408,518
Chrysler & Dodge Cars	7,002
Chrysler & Imperial Cars	121,184
Chrysler & Plymouth Cars	108,888
Dart Cars	44,717
De Soto Cars	1,691,578
De Soto & Plymouth Cars	252,812
Dodge Cars	3,246,190
Dodge & Plymouth Cars	232,958
Dodge & Simca Cars	13,912
Dodge Truck	12,054
Fargo Trucks	7,488
Imperial Cars	778,988
Plymouth Cars	5,714,666
Plymouth & Valiant Cars	21,714
Simca Cars	1,700
Valiant Cars	919,727
Institutional	1,537,220
COCA-COLA CO.	1,197,957
Coca-Cola	1,192,427
Fanta	5,530
COLGATE-PALMOLIVE CO.	7,300,542
Ad	643,187
Ajax	832
Cashmere Bouquet Soap	954,179
Cashmere Bouquet Preparations	26,145
Colgate Dental Cream	1,668,665
Colgate Instant Shave	233,643
Colgate-Palmolive Products	21,412
Fab	818,260
Florient	530,326
Genie	82,387
Halo Shampoo	992,988
Kan-Kil	1,567
Lustre Creme Shampoo	103,126
Palmolive	132,703
Spree	41,669
Super Suds	226,352
Vel	256,884
Veto	566,217
COLUMBIA BROADCASTING SYSTEM	2,127,269
CBS Television Network	1,244,316
Columbia Phonograph	48,044
Columbia Record Club	752,652
Columbia Records	82,257
CONSOLIDATED CIGAR SALES CO.	1,961,160
Dutch Masters	562,672
El Producto	798,956
Harvester	62,138
La Palina	146,302
Lovera	45,503
Muriel	345,589
CONTINENTAL AIR LINES	1,301,893
CONTINENTAL BAKING CO.	2,177,571
Cobakco Bread	2,798
Continental Baking Products	13,910
Continental Bread	8,732
Daffodil Farm Bread	68,958
Hostess Bakery Products	35,233
Hostess Handi-Pie	18,214
Hostess Pie Cake	1,598
Morton Baking Products	51,075
Morton Frozen Foods	62,507
Morton Frozen Pies	45,554
Morton Frozen Rolls	10,251
Profile Bread	255,464
Wonder Baking Products	198,475
Wonder Bread	1,285,646
Wonder Bread & Buns	35,911
Wonder Bread & Rolls	66,598
Wonder Brown-N-Serve	2,885
Wonder Buns	13,762
CORN PRODUCTS CO.	1,459,015
Best Foods Mayonnaise	96,422
Best Foods Pickles	1,725
Bosco	27,054
Hellmann's Mayonnaise	517,701
Hellmann's Salad Dressing	26,619

Top 100 Newspaper Advertisers 1959—1958

Company	1959 Investment	1958 Rank	1958 Investment	% Change
1. General Motors Corp.	$38,622,558	1	$34,603,335	+ 11.6
2. Ford Motor Co.	19,679,542	2	20,000,024	— 1.6
3. Chrysler Corp.	17,193,094	3	16,049,691	+ 7.1
4. General Foods Corp.	13,738,272	4	14,193,039	— 3.2
5. Distillers Corp.-Seagram's	11,373,763	5	12,099,291	— 6.0
6. American Tobacco Co.	9,257,883	8	8,757,784	+ 5.7
7. American Motors Corp.	8,507,433	21	4,295,859	+ 98.0
8. R. J. Reynolds Tobacco Co.	8,192,351	18	5,215,711	+ 57.1
9. National Distillers	8,069,376	12	6,702,284	+ 20.4
10. Schenley Industries	7,624,421	7	8,896,019	— 14.3
11. General Electric Co.	7,591,773	10	7,004,632	+ 8.4
12. Colgate-Palmolive Co.	7,300,542	9	8,276,947	— 11.8
13. General Mills	7,064,547	15	5,794,150	+ 21.9
14. Lever Bros. Co.	6,876,767	6	9,220,071	— 25.4
15. P. Lorillard Co.	6,779,442	14	5,924,520	+ 14.4
16. National Dairy Products	6,545,894	13	6,029,557	+ 8.6
17. Procter & Gamble	6,249,563	11	6,972,897	— 10.4
18. Pillsbury Co.	5,305,357	34	2,953,690	+ 79.6
19. Philip Morris Inc.	4,923,560	16	5,572,421	— 11.6
20. Campbell Soup Co.	4,906,207	20	4,588,350	+ 6.9
21. Eastern Air Lines	4,294,856	24	3,635,321	+ 18.1
22. Quaker Oats Co.	4,060,609	23	3,889,910	+ 4.4
23. American Home Products	3,967,967	19	4,638,493	— 14.5
24. Kellogg Co.	3,927,363	46	2,413,700	+ 62.7
25. Borden Co.	3,799,166	55	2,093,207	+ 81.5
26. Studebaker-Packard	3,743,778	39	2,738,153	+ 36.7
27. Trans World Airlines	3,635,011	41	2,604,497	+ 39.6
28. Hiram Walker	3,445,156	28	3,172,957	+ 8.6
29. Standard Brands	3,388,216	38	2,768,516	+ 22.4
30. American Airlines	3,302,266	33	2,964,339	+ 11.4
31. Liggett & Myers	3,262,609	59	1,983,298	+ 64.5
32. Standard Oil Co. (Indiana)	3,252,097	27	3,231,748	+ 0.6
33. Pepsi-Cola Co.	3,222,211	25	3,584,998	— 10.1
34. Goodyear Tire & Rubber	3,207,669	40	2,665,044	+ 20.4
35. Doubleday & Co.	3,055,069	29	3,078,389	— 0.8
36. Carnation Co.	2,987,661	43	2,524,935	+ 18.3
37. Swift & Co.	2,919,317	54	2,124,219	+ 37.4
38. Socony Mobil Oil Co.	2,850,711	37	2,836,019	+ 0.5
39. H. J. Heinz Co.	2,843,715	49	2,292,355	+ 24.1
40. Shell Oil Co.	2,566,606	44	2,465,438	+ 4.1
41. National Biscuit Co.	2,500,723	32	2,982,993	— 16.2
42. Pan American World Airways	2,488,295	45	2,444,447	+ 1.8
43. Florida Citrus Commission	2,452,765	*	454,059	+ 40.2
44. Curtis Publishing Co.	2,442,550	53	2,159,231	+ 13.1
45. Steel Companies Coordinating Committee	2,405,469	*		+ Inf.
46. Rexall Drug Co.	2,337,297	35	2,881,419	— 18.9
47. Brown-Forman Distillers	2,268,221	64	1,869,467	+ 21.3
48. Westinghouse Electric Corp.	2,212,259	30	3,061,347	— 27.7
49. Liebmann Breweries	2,210,468	42	2,548,483	— 13.3
50. Continental Baking Co.	2,177,571	69	1,732,120	+ 25.7
51. Standard Oil Co. (N. J.)	2,175,411	26	3,305,724	— 34.2
52. Delta Air Lines	2,154,953	67	1,775,007	+ 21.4
53. Phillips Petroleum Co.	2,145,939	58	1,985,310	+ 8.1
54. Columbia Broadcasting System	2,127,269	*	704,709	+ 201.9
55. Standard Oil Co. (California)	2,087,706	56	2,047,287	+ 2.0
56. National Airlines	2,083,415	92	1,257,854	+ 65.6
57. Brown & Williamson	2,063,356	*	1,034,509	+ 99.5
58. Sterling Drug	2,017,570	48	2,329,208	— 13.4
59. Gillette Co.	1,977,553	50	2,249,120	— 12.1
60. Eastman Kodak Co.	1,965,392	*	872,952	+ 125.1
61. Consolidated Cigar Sales	1,961,160	94	1,247,275	+ 57.2
62. Firestone Tire & Rubber	1,954,355	89	1,278,607	+ 52.9
63. United Air Lines	1,924,971	61	1,972,711	— 2.4
64. American Dairy Assn.	1,923,548	97	1,199,540	+ 60.4
65. Prudential Insurance Co.	1,913,440	47	2,348,539	— 18.5
66. Sun Oil Co.	1,892,928	51	2,232,172	— 15.2
67. Derby Foods	1,886,115	*	223,287	+ 744.7
68. Helene Curtis Industries	1,874,654	80	1,427,171	+ 31.4
69. Warner-Lambert	1,817,364	71	1,635,213	+ 11.1
70. Zenith Radio Corp.	1,807,925	82	1,366,572	+ 32.3
71. E. I. Du Pont	1,806,412	63	1,872,567	— 3.5
72. Helena Rubinstein Inc.	1,759,850	*	394,552	+ 346.0
73. B. F. Goodrich Co.	1,758,200	57	1,987,670	— 11.5
74. Radio Corp. of America	1,748,709	*	1,123,108	+ 55.7
75. General Cigar Co.	1,746,957	*	735,503	+ 137.5
76. Libby, McNeil & Libby	1,720,453	83	1,349,963	+ 27.4
77. Heublein Inc.	1,716,558	68	1,732,668	— 0.9
78. Simoniz Co.	1,686,887	91	1,264,883	+ 33.4
79. Miles Labs.	1,636,860	*	775,377	+ 111.1
80. Star Kist Foods	1,635,842	*	778,418	+ 104.9
81. Readers Digest Assn.	1,631,430	70	1,680,734	— 2.9
82. Time Inc.	1,594,441	73	1,584,721	+ 0.6
83. Armour & Co.	1,544,650	52	2,225,387	— 30.6
84. Minute Maid Corp.	1,530,796	74	1,569,658	— 2.5
85. Green Giant Co.	1,496,228	*	830,624	+ 80.1
86. Corn Products Co.	1,459,015	31	3,044,049	— 52.1
87. Wm. Wrigley Jr. Co.	1,444,073	60	1,982,706	— 27.2
88. Renfield Importers Ltd.	1,403,105	62	1,945,070	— 27.9
89. Anheuser-Busch	1,374,218	76	1,479,731	— 7.1
90. Institute of Life Insurance	1,365,083	90	1,278,343	+ 6.8
91. New York Life Insurance	1,364,095	95	1,219,929	+ 11.8
92. United Steel Workers	1,359,524	*	151,438	+ 797.7
93. Greyhound Corp.	1,332,863	96	1,210,880	+ 10.1
94. Beacon Co.	1,315,878	78	1,439,393	— 8.6
95. Whirlpool Corp.	1,314,286	*	863,494	+ 52.2
96. Nestle Co.	1,309,016	*	998,174	+ 31.1
97. Continental Air Lines	1,301,893	*	786,517	+ 65.5
98. Glenmore Distilleries	1,300,905	72	1,605,478	— 19.0
99. Plough Inc.	1,263,772	77	1,473,643	— 14.2
100. Capital Airlines	1,216,512	88	1,279,287	— 4.9

NOTE: 1. *Unranked in 1958.

2. The 1959 expenditure figures listed in this report may be subject to some minor revisions. These changes, if any, will be made when the Bureau of Advertising expenditure booklet is issued.

SOURCE: Bureau of Advertising, A.N.P.A., as prepared by Media Records Inc.

Trendex observes a trend:

	Average Share of Audience*	Number of Half Hour "Firsts"*
ABC-TV	35.5	15
NET Y	33.9	14
NET Z	30.6	6

This rating performance—so pleasing to Net ABC—is paced by such ABC-TV shows as "The Untouchables" (steaming in with a better than 50% audience share) and "The Lawrence Welk Show" (registering an almost 40% audience share).

ABC TELEVISION abc

*Source: 29 Trendex Cities, April 1-7, 8 to 10:30 p.m., all 7 nights.

Karo	220.525
Kasco Dog Food	130.859
Mazola	6.089
Niagara Starch	180.819
Nucoa Margarine	4.798
Nu-Soft	9.056
Presto Cake Flour	16.484
Shinola Shoe Polish	192.334
Skippy Peanut Butter	28.530
CURTIS PUBLISHING CO.	2.442.550
American Home	81.921
Holiday	74.994
Ladies' Home Journal	558.058
Saturday Evening Post	1.727.577

D

DELTA AIR LINES	2.154.953
DERBY FOODS, INC.	1.886.115
Derby Foods	6.309
Peter Pan Milkrunch	9.512
Peter Pan Peanut Butter	1.870.294
DISTILLERS CORP.-SEAGRAM'S LTD.	11.373.763
B & G Wines	34.170
Calvert Gin	330.559
Calvert Gin & Reserve Whisky	14.783
Calvert Reserve Whisky	749.536
Calvert Rum	1.122
Canadian Ten Whisky	50.786
Carstairs White Seal Whisky	788.868
Cherry Kijafa	1.545
Chivas Regal Scotch Whisky	28.678
Coldene Nasal Spray	11.846
Four Roses Antique	744.317
Four Roses Whisky	1.112.962
Gallagher & Burton Black Label Whisky	94.302
Gallagher & Burton Black Label & White Label Whisky	9.019
Hunter Whisky	273.944
Kessler's Whisky	389.906
Kessler's Gin	920
Kessler's Gin & Whisky	3.537
Lord Calvert Whisky	704.793
Martell Brandy	105
Mumm's Champagne	18.553
Myer's Rum	2.847
Noilly Prat Vermouth	21.645
Old Lewis Hunter Whisky	56.817
Paul Jones Whisky	319.722
Seagram's Distillers Corp.-Institutional	150.953
Seagram's Gin	630.752
Seagram's Products	87.916
Seagram's 7 Crown Whisky	2.912.268
Seagram's V. O. Whisky	1.095.271
Ting	172.365
Tio Pepe	3.141
White Horse Scotch Whisky	294.776
Wilson Whisky	180.607
Wolfschmidt Vodka	80.432
DOUBLEDAY & CO.	3.055.069
American Geographical Society	3.060
Around the World Program	435.756
Audubon Nature Program	27.394
Doubleday & Co.	359.387
Doubleday, Nelson Inc.	125.933
Doubleday One Dollar Book Club	1.187.293
Know Your America Program	21.755
Know Your Bible Program	318.419
Literary Guild of America, Inc.	515.371
Science Program	60.701
E. I. DU PONT DE NEMOURS & CO.	1.806.412
Dacron	262.562
Garden Products	71.643
Grasselli	219
Karmex	593
Mansate	1.912
Neoprene	4.022
Nugreen	2.685
No. 7 Polish & Car Wax	155.865
Nylon	104.744
Orlon	258.058
Paints	198.316
Zerex	303.907
Zerone	86.813
Zerone & Zerex	53.648
Institutional	149.270
Products	152.155

E

EASTERN AIR LINES	4.294.856
EASTMAN KODAK CO.	1.965.392
Brownie Movie Camera & Projector	29.828
Chromspun	23.352
Eastman Chemical Products	27.753
Eastman Kodak Co.-Institutional	9.968
Eastman Kodel	184.541
Eastman Verel	32.461
Kodak Cameras	57.577
Kodak Cameras & Film	305.554
Kodak Cameras & Projectors	262.144
Kodak Products	1.016.882
Tenite Acetate	10.787
Verifax	4.545

F

FIRESTONE TIRE & RUBBER CO.	1.954.355
Power Mower	1.600
Tires	1.864.666
Velon Fabrics	3.376
Institutional	33.417
Products	51.296
FLORIDA CITRUS COMMISSION	2.452.765
Frozen Orange Juice	866.411
Fruits & Juices	164.644
Grapefruit	278.303
Juices	815.835
Orange Juice	13.771
Oranges	251.817
Tangerines	61.984
FORD MOTOR CO.	19,679,542
Anglia Cars	206.921
Consul Cars	6.993
Continental Cars	46.223
Continental & Lincoln Cars	219.786
Edsel Cars	1.669.309
Edsel & Mercury Cars	125.693
Falcon Cars	521.791
Falcon & Ford Cars	173.851
Ford Banda Bumpers	1.848
Ford Cars	9.480.716
Ford International	222.496
Ford & Lincoln Cars	3.927
Ford & Thunderbird Cars	1.282
Ford Tractors	11.612
Ford Trucks	595.409
Ford Used Cars	280.167
Lincoln Cars	184.713
Lincoln & Mercury Cars	232.244
Mercury Cars	4.008.260
Taunus Cars	189.420
Thunderbird Cars	74.567
Institutional	1.422.314

G

GENERAL CIGAR CO.	1.746.957
Aurelia	22.518
Corina	289.923
Robert Burns	145.556
Van Dyck	607.578
White Owl	681.382
GENERAL ELECTRIC CO.	7.591.773
GE Air Conditioner	566.443
GE Appliances	184.931
GE Blanket	2.683
GE Can Opener	52.600
GE Clocks	94.536
GE Dishwasher	193.598
GE Dishwasher & Range	5.782
GE Disposall	14.222
GE Dryer	64.239
GE Dryer & Washer	89.999
GE Fans	62.982
GE Flashbulbs	11.466
GE Freezer	238.059
GE Heating Equipment	60.240
GE High Fidelity	44.734
GE Houseware	1.005
GE Institutional	91.389
GE Iron	53.925
GE Kitchens	58.929
GE Lamps	185.083
GE Mixer	9.889
GE Oven	18.013
GE Phonograph	130.373
GE Phonograph & Radio	33.947
GE Picture Tube	58.960
GE Products	1.113.373
GE Radio	392.848
GE Ranges	200.213
GE Refrigerator	697.850
GE Refrigerator & Washer	10.650
GE Small Appliances	143.304
GE Television	643.900
GE Vacuum Cleaner	139.383
GE Washer	548.835
GE Water Heater	11.871
Hotpoint Dishwasher	98.634
Hotpoint Dryer	11.516
Hotpoint Dryer & Washer	49.575
Hotpoint Freezer	12.332
Hotpoint Freezer & Refrigerator	10.032
Hotpoint Oven	1.586
Hotpoint Products	260.132
Hotpoint Ranges	323.140
Hotpoint Range & Refrigerator	11.071
Hotpoint Refrigerators	322.620
Hotpoint Television	42.038
Hotpoint Washer	119.633
Hotpoint Water Heater	19.525
Weathertron	79.685
GENERAL FOODS CORP.	13.738.272
Baker's Caramel Chips	5.885
Baker's Chocolate	279.369
Baker's Chocolate Chips	98.128
Baker's Chocolate Mix	82.100
Baker's Coconut	87.444
Baker's Extract & Food Colors	1.973
Baker's Lemon Chips	79.888
Birds Eye Frozen Dinners	289.711
Birds Eye Frozen Fish Products	57.366
Birds Eye Frozen Foods	373.410
Birds Eye Frozen Fruits	251.135
Birds Eye Frozen Instant Whipped Potatoes	33.833
Birds Eye Frozen Juices	61.091
Birds Eye Frozen Main Dishes For Two	134.473
Birds Eye Frozen Pies	131.698
Birds Eye Frozen Vegetables	840.037
Calumet Baking Powder	22.805
Certo & Sure-Jell	63.360
Country Kitchen Syrup	11.640
Dream Whip	249.804
Dream Whip & Jell-O Gelatin	66.666
Gaines Gravy Train Dog Food	55.485
Gaines Meal	233.671
General Foods Products	46.280
Good Seasons Dressing Mixes	21.477
Gourmet Foods	8.753
Jell-O Gelatin	1.956.932
Jell-O Pie Filling & Pudding	251.920
Jell-O Pudding	152.851
Kool-Aid	498.687
La France	488.909
La France Bluing	79.928
Log Cabin Syrup	21.617
Maxwell House Coffee	148.313
Maxwell House Coffee & Instant Coffee	3.200
Maxwell House Instant Coffee	749.806
Minute Mashed Potatoes	116.283
Minute Rice	1.400.878
Pace	13.927
Post Cereals	253.913
Post Heart of Oats	138.350
Postum	16.588
S.O.S.	902.376
Sanka Instant Coffee	130.060
Sun-Up Orange Drink	241
Swans Down Cake Mixes	189.785
Tang	2.000.510
Tuffy	184.028

A PACKAGING FIRST BY Jackmeyer

NEW! STIK-ON BLISTER PAC

Put more 'See and Sell' in your package this fast, easy low-cost way!

- Pressure-Sensitive STIK-ON Blister Pac seals tight with slight hand pressure.
- No Heat • No Equipment
- Easy to assemble in your own plant.

ONE COMPLETE SOURCE for all types of Blister packaging. Quality controlled all the way from art to delivery.

Call WAtkins 4-0265 or write Dept. AA

JACKMEYER CORP. 253 W. 26th St., N. Y. 1, N. Y.
From Creative Art to Finished Product Since 1918

PP O-7

From 100,000 to 650,000* in two and a half years has

*GUARANTEED CIRCULATION. READERS PER MONTH: 2,600,000

Yuban Coffee	144,902
Yuban Instant Coffee	306,786
GENERAL MILLS, INC.	7,064,547
Betty Crocker Baking Products	486,237
Betty Crocker Boston Cream Pie Mix	92,873
Betty Crocker Cake Mixes	1,973,413
Betty Crocker Cook Book	16,525
Betty Crocker Cookie Mix	72,239
Betty Crocker Frosting Mix	107,641
Betty Crocker Instant Mashed Potatoes	369,385
Betty Crocker Mixes	74,406
Betty Crocker Muffin Mix	109,498
Betty Crocker Pancake Mix & Hi Pro	82,830
Betty Crocker Pancake & Waffle Mix	25,275
Betty Crocker Pie Crust Mix	206,066
Betty Crocker Pizza	220,396
Betty Crocker Products	16,633
Betty Crocker Pudding Cake Mix	24,389
Bisquick	747,894
Cheerios	54,811
Frosty O's	148,364
General Mills, Inc.-Institutional	172,623
Gold Medal Flour	622,695
Gold Medal Gravy Magic	2,817
Hi-Pro	4,571
Hot Toasted 40% Bran	36,530
Larro Feeds	1,269
O-Cel-O Sponges	44,060
Protein Plus	157,411
Puffin Products	70,798
Purasnow Flour	13,511
Red Band Flour	25,051
Rex Flour	1,294
Sperry Flour	6,374
Spratts Pet Foods	38,257
Surechamp Dog Food	805,881
3 Little Kittens Cat Food	59,989
Trix	22,424
Wheat Hearts	147,724
Wheaties	197
White Deer Flour	2,196
GENERAL MOTORS CORP.	38,622,558
AC Oil Filter	18,417
AC Spark Plugs	14,285
AC Spark Plugs & Delco Batteries	13,622
Buick Cars	5,530,037
Cadillac Cars	4,209,710
Chevrolet Cars	11,245,483
Chevrolet Used Cars	751,883
Chevrolet & Corvair Cars	258,521
Chevrolet & Corvette Cars	11,793
Chevrolet & Oldsmobile Cars	36,090
Chevrolet Soap Box Derby	104,838
Chevrolet Truck	1,860,920
Corvair Cars	853,951
Corvette Cars	129,958
Delco Batteries	38,932
Fisher Bodies	3,963
Frigidaire Air Conditioner	18,154
Frigidaire Appliances	149,975
Frigidaire Dryer & Washer	64,995
Frigidaire Ranges	8,629
Frigidaire Refrigerator	409,816
Frigidaire Washer	275,130
GMC Truck	71,676
General Motors Corp.-Institutional	71,544
General Motors Corp. (Service)	873,580
Harrison Car Air Conditioner	197,798
Oldsmobile Cars	6,208,661
Opel Cars	91,061
Pontiac Cars	5,032,723
Vauxhall Cars	66,413
GERBER PRODUCT CO.	
Baby Foods	1,199,035
GILLETTE CO.	1,977,553
Gillette Blades & Razors	1,103,552
Paper-Mate Pencil & Pens	99,138
Toni Home Permanent	489,693
Toni Preparations	285,170
GLENMORE DISTILLERIES	1,300,905
Glenmore Products	44,878
Glenmore Whisky	286,508
Glenmore Whiskies	27,221
House of Lords Scotch Whisky	47,972
Kentucky Tavern Whisky	327,386
Old Glenmore Whisky	72,984
Old Kentucky Tavern Whisky	12,815
Old Thompson Whisky	157,173
Yellowstone Whisky	323,968
B. F. GOODRICH CO.	1,758,200
Goodrich Carpet Cushions	10,426
Goodrich Co., B. F.-Institutional	13,849
Goodrich Syringe	41,447
Goodrich Texfoam Mattress	1,883
Goodrich Tires	1,618,167
Koroseal Footwear	5,844
Sun-Steps Shoes	66,584
GOODYEAR TIRE & RUBBER CO.	3,207,669
Goodyear Tires	3,206,288
Kelly Tires	1,381
GREEN GIANT CO.	1,496,288
Green Giant Vegetables	1,168,764
Green Giant Vegetables & Niblets	8,172
Kounty Kist Vegetables	49,854
Niblets	269,498
GREYHOUND CORP.	
Bus Transportation	1,322,863

H

HAWAIIAN PINEAPPLE CO.	1,091,393
Dole Frozen Juices	222,119
Dole Fruits	521,465
Dole Juices	166,346
Dole Pineapple	56,656
Dole Products	124,807
H. J. HEINZ CO.	2,843,715
Baby Foods	1,210,354
Beans	87,344
Canned Foods	1,273
Chili Sauce & Ketchup	49,426
57 Sauces	186,924
Ketchup	389,891
Macaroni & Spaghetti	40,455
Minute Meals	1,436
Mustard Sauce	12,374
Relish	129,927
Soups	357,315
Stew	10,863
Tomato Juice	203,203
Vinegar	61,574
Worcestershire Sauce	22,613
Products	78,743
HELENE CURTIS INDUSTRIES	1,874,654
Enden Shampoo	254,406
Helene Curtis Preparations	1,027,100
Helene Curtis Shampoo	112,260
Kings Men Preparations	179,997
Stopette	141,961
Suave	158,930
HEUBLEIN INC.	1,716,558
A-1 Sauce	70,509
Bell's Special Reserve Scotch Whisky	75,663
Gilbey's Golden Velvet Whisky	1,439
Guinnes Stout	101,478
Harvey's Bristol Cream Sherry	60,760
Heublein's Cocktails	9,870
Heublein's Cordials	14,421
Relska Vodka	88,016
Rose's Lime Juice	23,258
Ryebrook Whisky	1,292
Smirnoff Vodka	1,269,852

I

INSTITUTE OF LIFE INSURANCE	1,365,083

J

JOHNSON & JOHNSON	1,111,384
Band-Aid	19,771
Chix Diapers	25,863
Cough Medicine	859
Dottie Dust Cloth & Miracloth	11,977
First Aid Cream	103,361
Le Page's Cellophane Tape	40,589
Le Page's Glue	11,717
Le Page's Liquid Solder	3,864
Modess	889,007

K

KELLOGG CO.	3,927,363
All-Bran	903,937
Cereals	393,377
Cocoa Crispies	287,478
Concentrate	283,978
Corn Flakes	430,518
Corn Flakes & Rice Krispies	45,516
Frosted Flakes	21,884
OK's	904,550
Rice Krispies	236,523
Sugar Frosted Flakes	419,602

L

LEVER BROS. CO.	6,876,767
Air-Wick	55,306
All	7,071
Breeze	219,705
Dinner-Redy Ham & Turkey Slices	64,540
Dove Soap	13,516
Gayla Soap	25,476
Good Luck Margarine	10,491
Handy Andy	2,470
Imperial Margarine	941,379
Lever Bros. Products	5,757
Lifebuoy Soap	830,603
Lipton Instant Tea	146,241
Lipton Products	1,311
Lipton Soups	1,334,667
Lipton Tea	235,422
Liquid Swan	10,061
Lucky Whip	1,849
Lux	8,297
Lux & Lux Liquid Detergent	10,498
Lux Liquid Detergent	111,774
Praise Soap	986,665
Rinso	89,100
Silver Dust	134,418
Spry	182,745
Stripe Tooth Paste	19,973
Surf	367,491
Swan Liquid Detergent	56,845
Swan Soap	1,869

'TEEN's got HER number

and a direct line to 650,000 others! ■ Cut in on a teen-ager's telephone talk? Wild horses couldn't...! Better idea: *Get with* what she's talking about... 'TEEN magazine. More teen-agers love 'TEEN 'cause 'TEEN loves them. Loves them enough to talk to them in their language. Knows their likes, dislikes, interests, tastes, and needs. ■ And talking of needs, they've got an itch to spend that just won't quit. 'TEEN knows that, too. Knows about the current teen-age buying power of ten billion. Most important, 'TEEN knows how to tap it. No heavily guarded secret. Simple: Buy 'TEEN. Reach and sell the fastest growing market in the world today.

'TNCB, 'TEEN NATIONAL CONSUMER BOARD ■ Gives advertisers accurate data on the national teen-age market through a selected board of 1500 teen-agers. ■ Determines teen-age tastes, attitudes, preferences, reactions to your product. Interprets and analyzes findings.

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LOS ANGELES: *5959 Hollywood Blvd. • HOllywood 6-2111*
SAN FRANCISCO: *155 Montgomery St. • EXbrook 7-5367*
DETROIT: *3337 Book Building • WOodward 3-8245*
CLEVELAND: *834 Schofield Building • MAin 1-1139*
CHICAGO: *360 North Michigan Avenue • FRanklin 2-6067*
ST. LOUIS: *915 Olive Street • GArfield 1-5153*
NEW YORK: *17 East 48th Street • PLaza 1-6690*

'TEEN MAGAZINE—Another Petersen Publication

made 'TEEN the fastest growing magazine in the world.

TO BE OR NOT TO BE...

A WRITER . . . When you come right down to it, the desire to write is universal,—just as much so as the desire to carry on a normal conversation. Yet, craftsmanship in writing is just as essential as it is in any of the arts, be it music, painting, ceramics, etc. All require a degree of proficiency if one is to achieve recognition in this competitive world.

THAT IS WHY our Literary Agency and Literary Bureau are very much in demand by serious, successful writers, amateur and professional, all over the world.

If there is a story, article, book or play in your life, we'll be glad to help you make it a reality.

OF SPECIAL IMPORTANCE — we are one of the few agencies which stand 100% behind the caliber of our work! No 'pig-in-the-poke' handling of work but an actual rewriting where necessary. Fair enough?

Thirty-five years of experience, one of the largest staffs (34 typewriters) and an honest desire to bring out your 'brain-children' in the best professional manner have contributed to our growth. It can contribute to yours!

Why not call our Mrs. Carol Wallace (Oregon 4-2790) and present your particular problem to her—today? Act upon your impulse—do not postpone!

DANIEL S. MEAD
Literary Agency
915 Broadway, Dept. AA
New York 10, N. Y.

Whisk	17,370
Wish-Bone Cheese Dressing	65,753
Wish-Bone French Dressing	50,912
Wish-Bone Frozen Pizza	3,038
Wish-Bone Italian Dressing	45,964
Wish-Bone Russian Dressing	36,740
Wish-Bone Salad Dressings	781,450
LIBBY, MC NEILL & LIBBY	1,720,453
Hi-Fi Dog Food	383
Libby's Baby Foods	9,366
Libby's Beef Stew	81,695
Libby's Corned Beef Hash	60,307
Libby's Foods	84,246
Libby's Frozen Drinks	189,200
Libby's Frozen Foods	219,662
Libby's Frozen Fruits	15,800
Libby's Frozen Vegetables	105,901
Libby's Fruits	331,923
Libby's Juices	1,824
Libby's Canned Meat	7,927
Libby's Meat Products	303,802
Libby's Pineapple	8,172
Libby's Spaghetti & Meat Balls	28,131
Libby's Tomato Juice	243,467
Libby's Vegetables	28,647
LIGGETT & MYERS TOBACCO CO.	3,262,609
Chesterfield Cigarettes	518,636
Duke Cigarettes	727,018
L&M Cigarettes	1,947,554
Oasis Cigarettes	69,401
P. LORILLARD CO.	6,779,442
Briggs Tobacco	13,550
Kent Cigarets	4,022,368
Lorillard's Cigarets	200
Madison Cigars	122,327
Newport Cigarets	770,635
Old Gold Cigarets	13
Spring Cigarets	1,850,349

M

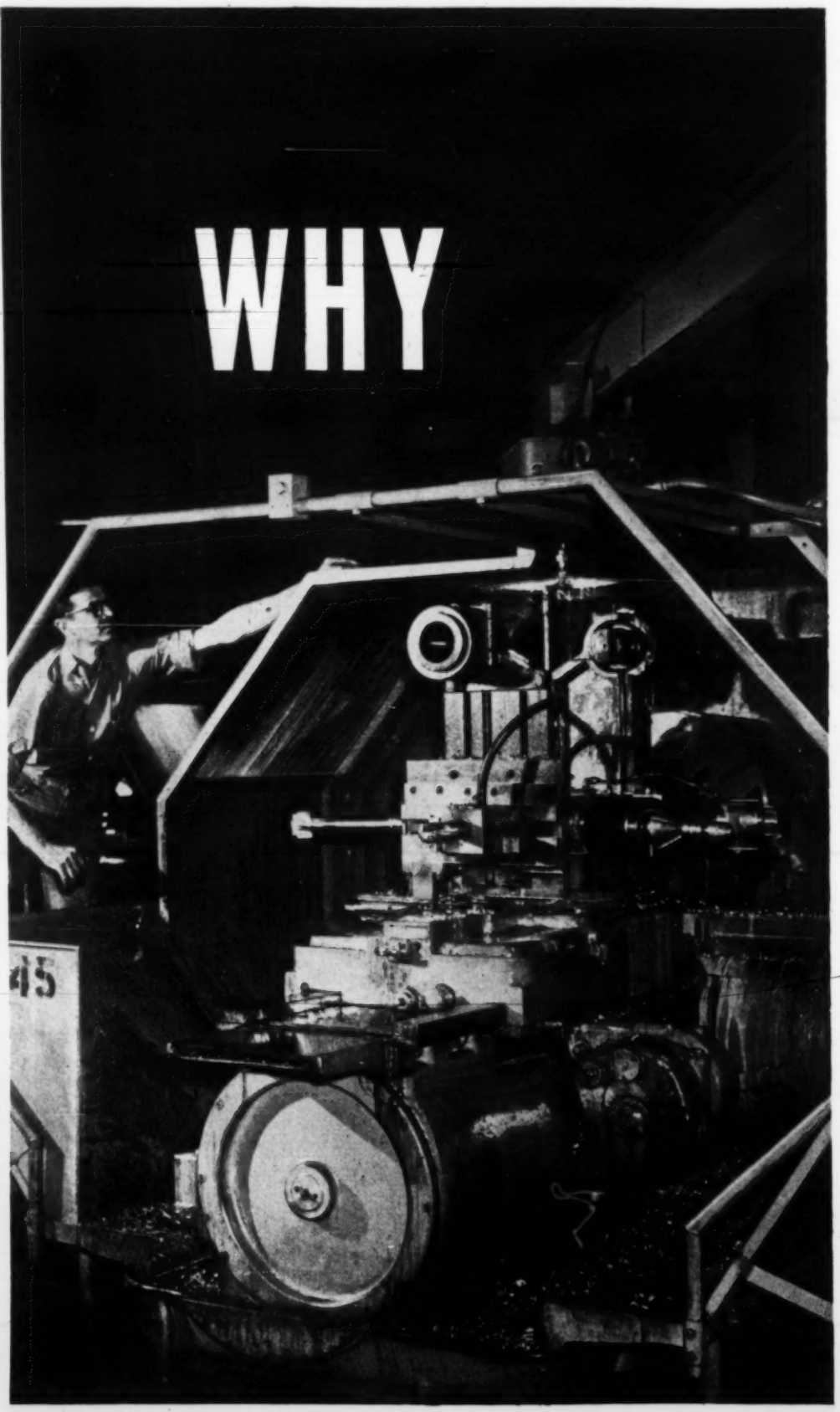
MILES LABORATORIES	1,636,860
Alka-Seltzer	551,197
Bactine	4,683
One-A-Day Vitamins	1,080,980
MINUTE MAID CORP.	1,530,796
Hi C Beverages	589,594
Minute Maid Frozen Fruit	174,600
Minute Maid Frozen Juices	254,533
Snow Crop Frozen Juices	320,542
Snow Crop Frozen Juices & Vegetables	21,987
Snow Crop Frozen Vegetables	104,288
Snow Crop Products	65,252
PHILIP MORRIS INC.	4,923,560
Alpine Cigarets	1,284,052
Benson & Hedges Cigarets	303,108
Marlboro Cigarets	1,424,525
Mayfield Cigarets	8,333
Parliament Cigarets	1,427,655
Philip Morris Cigarets	443,045
Revelation Tobacco	9,903
Spud Cigarets	12,680
Institutional	10,259

N

NATIONAL AIRLINES, INC.	2,083,415
NATIONAL BISCUIT CO.	2,500,723
Bev Fizz	58,975
Dromedary Cake Mix	5,208
Milk-Bone Dog Biscuits	1,258
Millbrook Bread	249,879
National Biscuit Crackers	2,185,403
NATIONAL DAIRY PRODUCTS CORP.	6,545,894
Breakstone's Cottage Cheese	173,938
Breyer's Ice Cream	63,393
Cloverleaf Milk	32,940
Kraft Barbecue Sauce	89,593
Kraft Caramels	260,941
Kraft Caramels & Fudgies	242,397
Kraft Cheese	332,892
Kraft Dinners	893,253
Kraft Jellies & Preserves	29,829
Kraft Margarines	715,463
Kraft Marshmallows	829,406
Kraft Mayonnaise	11,676
Kraft Products	63,238
Kraft Salad Dressings	7,056
Miracle Margarine	135,813
Miracle Whip Salad Dressing	100,257
Parkay Margarine	613,108
Philadelphia Cream Cheese	275,191
Sealtest Buttermilk	4,985
Sealtest Chocolate Milk	82,465
Sealtest Cottage Cheese	445,340
Sealtest Dairy Products	282,741
Sealtest Dip-N-Dressing	211,606
Sealtest Egg Nog	29,894
Sealtest Ice Cream	219,988
Sealtest Juices	17,995
Sealtest Milk	126,265
Sealtest Products	144,466
Southern Dairy Products	2,119
Temp-Tee Cream Cheese	107,646
NATIONAL DISTILLERS & CHEMICAL CORP.	8,069,376
Bellows Club Bourbon Whisky	348,706
Bellows Club Bourbon & Partners Choice	43,145
Bellows Partners Choice Whisky	251,440
Bellows Whiskies	86,075
Bond & Lillard Whisky	226,294
Bourbon De Luxe Whisky	249,989
Century Club Whisky	114,723
Cinzano Vermouth	106,424
Crab Orchard Whisky	22,804
De Kuyper Cordials	1,619
De Kuyper Creme De Menthe	5,046
Gilbey's Gin	195,349
Gilbey's Gin & Vodka	582,547
Gilbey's Vodka	25,943
Hill & Hill Whisky	597,798
Jockey Club Whisky	32,211
Kentucky Colonel Whisky	47,784
King George IV Scotch Whisky	73,056
Mellwood Whisky	853
Mount Vernon Whisky	8,052
National Distillers Institutional	1,802
Old Crow Whisky	1,507,174
Old Dover Whisky	56,317
Old Grand-Dad Whisky	978,059
Old Hermitage Whisky	126,714
Old Log Cabin Whisky	156,486
Old Overholt Whisky	17,389
Old Sunny Brook Whisky	680,723
Old Taylor Whisky	898,597
PM Whisky	451,405
Vat 69 Scotch Whisky	174,852
NESTLE CO.	1,309,016
Decaf	174,225
Nescafe	558,448
Nestle's Butterscotch	44,203
Nestle's Chocolate Bits	5,860
Nestle's Eveready Cocoa	108,244
Nestle's Products	7,596
Nestle's Quik	92,117
Nestle's Semi-Sweet Chocolate	174,057
Nestle's Zip	5,863
Swiss Knight Cheese	32,138
Wispride Cheese Spreads	6,265
NEW YORK LIFE INSURANCE CO.	1,364,095
NOXZEMA CHEMICAL CO.	1,105,250
Droplets	6,598
Noxzema Preparations	988,957
Nozain	109,695

P

PAN AMERICAN WORLD AIRWAYS	2,488,295
Aeronaves De Mexico	212,399
CMA	109,057
Mexicana	77,102
Pan American Grace	142,398
Pan American Grace & Pan American World Airways	95,945
Pan American Missiles Range Division	8,790
Pan American World Airways	1,842,604
PEPSI-COLA CO.	3,222,211
PHILLIPS PETROLEUM CO.	2,145,939
Gasolines & Oils	2,139,125
Heating Oil	658
66 Fertilizer	6,156
PILLSBURY CO.	5,305,357
Ballard Flour	91,340
Globe A-1 Flour	17,288
Pillsbury Apple Crunch Mix	234,570
Pillsbury Baking Products	764,261
Pillsbury Best Flour	1,494,236
Pillsbury Biscuits	29,167
Pillsbury Boston Cream Pie Mix	16,091
Pillsbury Cake Mixes	1,744,599
Pillsbury Caramel Nut Rolls	120,546
Pillsbury Chiffon Float Mix	17,494



UNITED PRESS INTERNATIONAL gets the call to provide on-the-job reports that *tell* and *sell* for Pratt & Whitney

UPI

Pillsbury Cinnamon Rolls	112,772
Pillsbury Coffee Cake	4,926
Pillsbury Cookies	14,954
Pillsbury Dinner Rolls	33,104
Pillsbury Feeds	4,478
Pillsbury Frosting Mix	94,072
Pillsbury Frozen Cookie Mix	177,385
Pillsbury Instant Mashed Potatoes	96,145
Pillsbury Pancake & Waffle Mix	125,156
Pillsbury Pie Crust Mix	1,161
Pillsbury Pizza Mix	2,942
Pillsbury Popover Mix	39,684
Pillsbury Pudding-Cake Mix	68,207
Pillsbury Soy & Feed	779
PLOUGH, INC.	1,263,772
C-2223	3,705
Black & White Ointment	3,384
Coppertone	90,833
Creolin	30,111
Dr. Edward's Olive Tablets	132,258
Mexsana	64,464
Moroline	33,766
Musterole	144,157
Nix Deodorant	5,606
Nujol	37,797
Penetro Cough Drops	1,599
Penetro Rub	10,417
Ril-Sweet	28,348
St. Joseph Aspirin	442,709
St. Joseph Nose Drops	31,334
St. Joseph Products	3,579
Solarcaine	6,381
Zemo	193,324
PROCTER & GAMBLE CO.	6,249,563
American Family Products	38,333
Camay Soap	50,682
Charmin Paper Products	2,875
Clorox	1,633,972
Crest Tooth Paste	25,326
Crisco	24,066
Duncan Hines Cake Mix	667,173
Duz	17,452
Gleem Tooth Paste	665,370
Ivory	151,667
Ivory Flakes	254,877
Ivory Liquid Detergent	364,653
Jif Peanut Butter	4,819
Joy Liquid Detergent	164,151
Lava Soap	18,006
Mr. Clean	1,045,736
Procter & Gamble Products	221,586
Secret Deodorant	176,937
Tide	704,598
Whirl	14,112
Wondra Shampoo	2,907
Zest	265
PRUDENTIAL INSURANCE CO. OF AMERICA	1,913,440

Q

QUAKER OATS CO.	4,060,609
Aunt Jemima Bread Mix	162,013
Aunt Jemima Cake Mix Products	48,180
Aunt Jemima Mixes	95,054
Aunt Jemima Pancake Mix	101,798
Aunt Jemima Pancake & Waffle Mix	40,033
Aunt Jemima & Quaker Corn Meal & Grits	17,312
Chuck Wagon Charcoal Briquets	44,291
Flako	6,401
Ful-O-Pep Feeds	714
Instant Quaker Oats	38,114
Ken-L-Biskit	591,414
Ken-L-Biskit & Ken-L-Ration	6,646
Ken-L-Meal	99,896
Ken-L-Ration	450,572
Ken-L-Treats	381,591
Life Cereal	73,371
Mother's Oats & Quaker Oats	400,431
Mother's Soup	4,598
Muffets	37,145
Pettijohns Wheat Cereal	3,793
Puss 'N Boots Cat Food	406,299
Quaker Cereals	250,249
Quaker Oats	197,453
Quaker Oats & Quick Quaker Oats	33,337
Quaker Puffed Grains	8,052
Quaker Puffed Rice & Wheat	553,364
Quaker Shredded Wheat	771
Quaker Sugar Puffs	1,205
Wolf Brand Chili & Tamales	6,512

R

RADIO CORP. OF AMERICA	1,748,709
National Broadcasting Co.	145,765
Radio Corp. of America	79,814
RCA Tubes	90,677
RCA Victor Phonogrgph	88,674
RCA Victor Phonograph & Radio	25,242
RCA Victor Phonograph & Television	4,072
RCA Victor Products	163,959
RCA Victor Radio	108,334
RCA Vietor Radio & Television	29,963
RCA Victor Records	187,845
RCA Victor Tape Recorder	1,264
RCA Victor Television	823,100
READERS DIGEST ASSN.	1,631,430
Condensed Book Club	393,647
Readers Digest	1,237,783
RENFIELD IMPORTERS	1,403,105
Cointreau Liqueurs	13,716
Gordon's Gin	474,532
Gordon's Gin & Vodka	8,809
Gordon's Vodka	63,006
Haig & Haig Five Star & Pinch Bottle Scotch Whisky	196,870
Haig & Haig Five Star Scotch Whisky	242,819
King William IV Scotch Whisky	85,230
Martini & Rossi Vermouth	88,406
Martini & Rossi Wines	24,266
Melini Wine	15,759
Palomino Wine	2,406
Piper-Heidsieck Champagne	18,668
Renfield Products	168,618
REVLON INC.	1,074,990
Delimine Compound	18,234
Femicin	149,566
Home Beautiful Room Mist	14,546
Revlon Preparations	694,890
Satin Set	12,418
Silicare	81,388

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REILLYTYPES · PLASTIC PLATES

LAKE SHORE ELECTROTYPE DIVISION
1224 W. VAN BUREN · CHICAGO 7, ILL. · SEeley 8-1010

Cliff Brooks, Advertising Manager, PRATT & WHITNEY, Reports:

"UPI Commercial Photography Division Gets Us 'Doubt-Proof' Facts and Photos to Support Our Advertising . . . and Does it Faster and at Less Cost than We Could.

"What USERS say about our machine tools, cutting tools and gages carries a ton more weight with potential buyers than what WE say. And even this convincing, straight-from-the-user endorsement needs the support of picture proof.

"UPI does the whole job for us. For instance, the report, testimonials and photos UPI obtained at the Mission Manufacturing Company's plant, Houston, Texas, put these selling facts into the advertising for our line of Potter & Johnston Automatics . . . 'Valve bodies machined in one-half to one-fifth the time . . . attractive savings in set-up time . . . accuracy . . . savings in floor space . . . increased production.'

"Why UPI? When you want to advertise like a leader you rely on the leading supplier of supporting facts and photos. In our book, that's UPI."

Such recognition of leadership is not attained by sound-off promises, but through sound performance. That's why the country's leading advertisers and advertising agencies *rely on UPI*. Mail coupon for more complete information.

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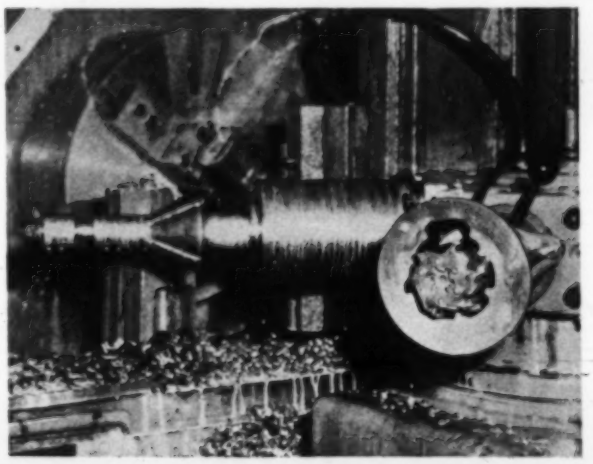
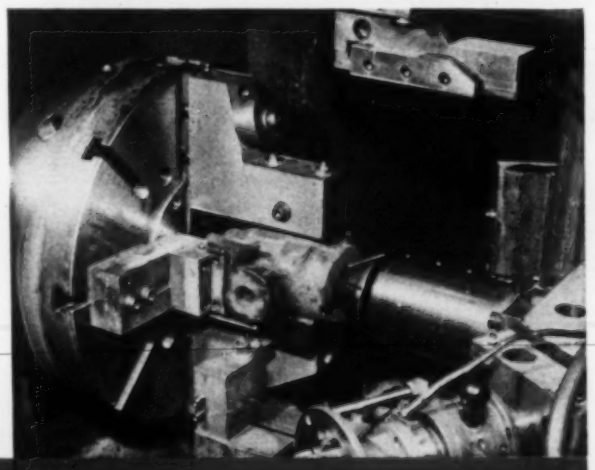


No glamorous pin-up pictures, these! P&W wanted to show its P&J Automatic Turret Lathes at work for Mission Manufacturing . . . wanted potential customers to see – close up – P&J machines removing heavy metal from parts similar to their own. UPI photographs met the need. And whatever YOU want photos to convey about your products or service, you can rely on UPI to get your message across with maximum impact!



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☐ Telephoto transmissions ☐ Special photo assignments
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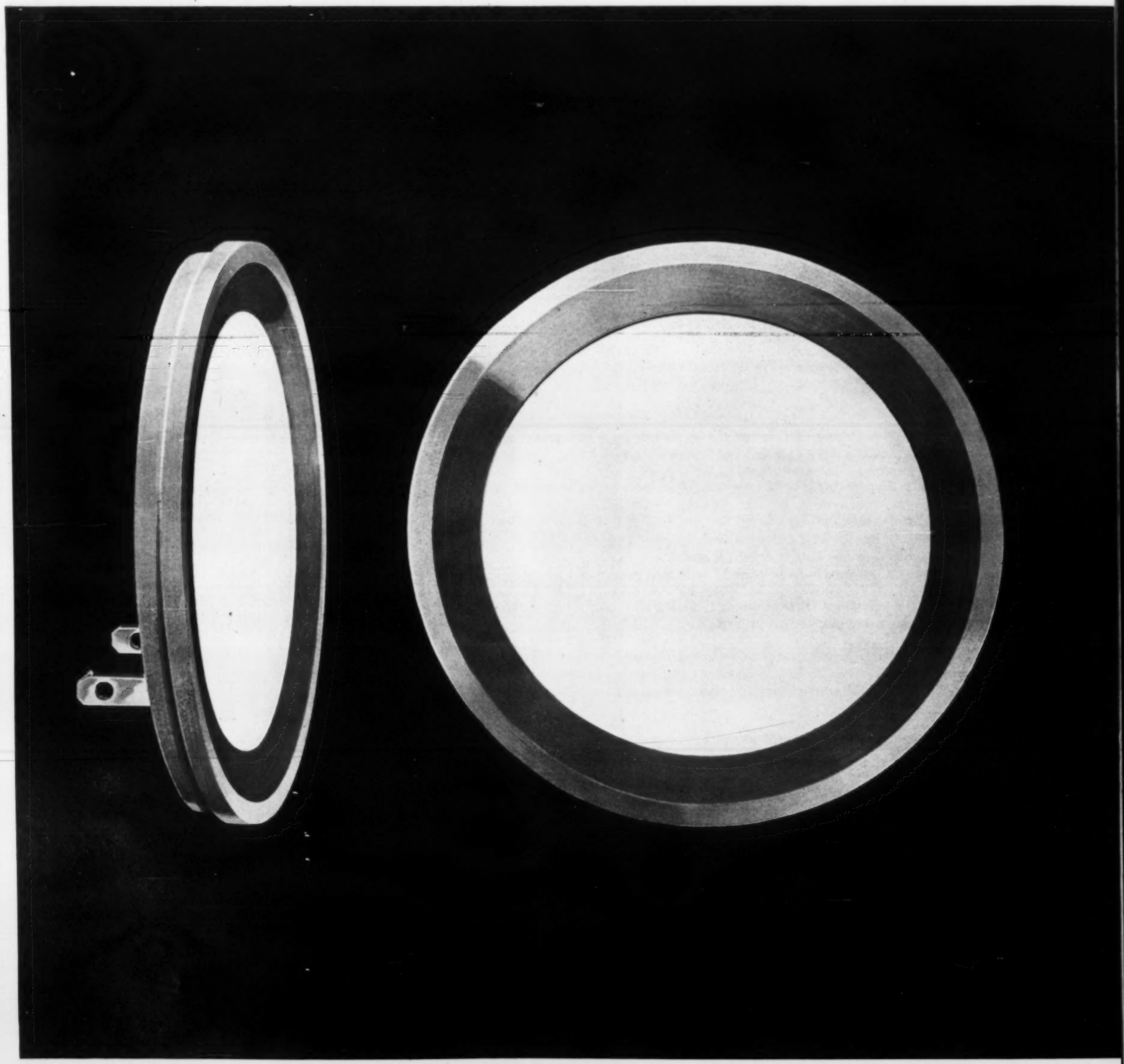
Advertiser Advertising Agency
Address _____
City _____
Zone _____ State _____

One Sylvania ad...
...One Million



• The Panelescent® Nite-Lite shown above is a new kind of light (electroluminescent) that lasts for years . . . operates twenty-four hours a day for less than a penny a year . . . has 1,001 industrial and consumer uses . . . a true "area" source of light without bulb, tube, filament, or cathode — just a flat steel-ceramic plate *whose entire surface luminesces.*

One time in the Post Dollars in sales!

Here are just a few of the sales results that occurred when Sylvania* advertised their new 98¢ PANELESCENT® Nite-Lite exclusively in The Saturday Evening Post:

ITEM: Sales of Panelescent units exceeded $1,000,000.

ITEM: Thousands of phone calls to Sylvania branch offices — Post readers had to look up local numbers.

ITEM: Hundreds of letters of inquiry — 12% were from wholesalers and retailers.

ITEM: Sellout of F. W. Woolworth's entire trial stocks (5,000 units in each of 2 stores in New York and Chicago) the first weekend after the ad appeared in the Post. Note: On Monday, Woolworth re-ordered 15,000 more units.

ITEM: Jordan Marsh & Co., Boston, did not stock the 98¢ Panelescent Nite-Lites at the time ad appeared. But so many people came in to buy that the store phoned Sylvania an order for 5,000 units.

ITEM: Two and a half months after ad appeared in the Post, Sylvania filed building plans in Salem, Massachusetts for a new factory building "devoted to Panelescent lamp manufacturing."

ITEM: This single ad (a horizontal half-page spread, 4-color) has returned better than $20 for every dollar invested in it.

Shining proof of the fact that your ad page in the Post is seen more times by larger families — families with 3, 4 or 5 persons — than in any other magazine in the Post's field!

A CURTIS MAGAZINE

The Saturday Evening POST

THE INFLUENTIALS' MAGAZINE

*Lamp Division, Sylvania Electric Products, Subsidiary of General Telephone & Electronics

IN THE APPLIANCE-TV-HOUSEWARES FIELD
EVERY MONDAY THE PROS READ
ELECTRICAL
MERCHANDISING WEEK
A McGraw-Hill Publication ABC-ABP

Ideal every-Monday frequency
Biggest paid Dealer audience
Unique, best-buy rate structure

Spectran-B	44,495
Sun Bath	59,453
REXALL DRUG CO.	2,337,297
Intracel	13,750
Rexall Products	2,300,549
Rybutol	22,998
R. J. REYNOLDS TOBACCO CO.	8,192,351
Camel Cigarets	1,894,506
Salem Cigarets	6,294,388
Winston Cigarets	3,457
HELENA RUBINSTEIN INC.	1,759,850
Preparations	1,683,049
Shampoo	76,801

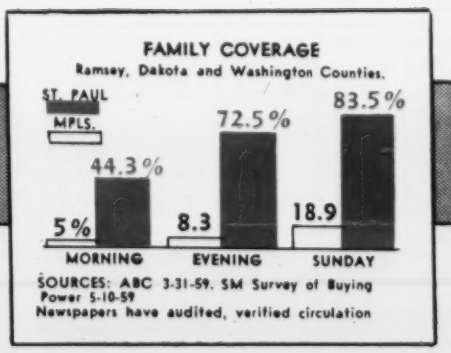
S

SCHENLEY INDUSTRIES	7,624,421
Amitone	107,159
Ancient Age Whisky	907,525
Belmont Whisky	30,027
Bertolli Wines	2,320
Bourbon Institute, The	74,591
Carioca Rum	110
Cascade Whisky	73,676
Cherry Heering	22,573
Coronet Brandy	181,320
Cream of Kentucky Whisky	155,203
Danski Vodka	1,180
Dewar's White Label Scotch Whisky	16,570
Du Bouchett Cordials	44,045
Dubonnet	17,764
Echo Spring Whisky	301,067
Gibson's Diamond 8 Whisky	13,015
Golden Age Gin	49,756
Golden Wedding Whisky	189,721
Golden Yar Vodka	1,324
I. W. Harper Whisky	288,734
J. W. Dant Whisky	503,302
J. W. Dant & Olde Bourbon Whiskies	11,022
J. W. Dant Olde Bourbon Whisky	74,189
James E. Pepper Whisky	60,914
Kentucky Bred Whisky	45,285
Kentucky Bred & Park & Tilford Reserve Whiskies	26,119
Kintore Scotch Whisky	15,118
MacNaughton's Whisky	142,363
Marie Brizard Liqueur	1,235
Melrose Gin	2,512
Melrose Gin & Whisky	27,825
Melrose Rare Whisky	267,466
Melrose Whisky	45,513
Old Charter Whisky	320,742
Old Quaker Whisky	224,654
Old Schenley Whisky	9,954
Old Stagg Whisky	316,180
Park & Tilford Carriage Whisky	16,893
Park & Tilford Private Stock Whisky	11,612
Park & Tilford Private Stock & Reserve Whisky	35,606
Park & Tilford Products	188,731
Park & Tilford Reserve Whisky	232,401
Park & Tilford Special Selection Canadian & Scotch Whisky	37,491
Park & Tilford Special Selection Scotch	9,241
Park & Tilford Whiskies	11,130
Pebbleford Whisky	1,057
Roma Wine	29,256
Royal Club Whisky	43,607
Samovar Vodka	160,487
Sam Thompson Whisky	2,394
Schenley Champion Whisky	235,812
Schenley Gin	10,905
Schenley London Dry Gin	2,433
Schenley O.F.C. Whisky	228,708
Schenley Products	42,508
Schenley Red Satin Whisky	48,668
Schenley Red Satin & Reserve	10,475
Schenley Reserve Whisky	1,150,183
Schenley Smooth American Gin	133,491
Schenley Vodka	8,207
Schenley Whiskies	82,078
Scottish Majesty Scotch Whisky	9,224
Sir John Schenley Whisky	86,990
Three Feathers	219,369
Tintex	3,391
SHELL OIL CO.	2,566,606
Chemicals	4,637
Gasolines & Oils	2,534,294
Shellzone Anti-Freeze	27,675
SIMONIZ CO.	1,686,887
Bodysheen	303,822
Simoniz Floor Wax	1,383,065
SINCLAIR OIL CORP.	1,026,169
Fuel Oil	125,796
Gasoline & Oils	900,373
SOCONY MOBIL OIL CO.	2,850,711
General Petroleum Corp.	640,959
Magnolia Petroleum Co.	250,009
Mobilheat	49,118
Socony Gasoline & Oils	1,910,625
STANDARD BRANDS	3,388,216
Black & White Scotch Whisky	336,579
Blue Bonnet Margarine	179,377
Chase & Sanborn Coffee	66,425
Chase & Sanborn Instant Coffee	517,974
Churchill "88" Whisky	12,414
Daviess County Whisky	44,415
Fives Dog Food	44,416
Fleischmann's Gin	265,249
Fleischmann's Gin & Preferred Whisky	36,509
Fleischmann's Gin & Vodka	9,221
Fleischmann's Margarine	367,013
Fleischmann's Preferred Whisky	561,070
Fleischmann's Vodka	85,901
Fleischmann's Yeast	213,444
Hunt Club Dog Food	67,119
Old Medley Whisky	6,623
Pilgrim Rum	6,385
Royal Baking Powder	4,250
Royal Gelatin	117,909
Royal Instant Puddings	2,161
Royal Pie Filling & Pudding	145,050
Siesta Instant Coffee	239,225
Siesta Instant Tea	1,497
Standard Brands Products	40,295
Tenderleaf Tea	17,695
STANDARD OIL CO. OF CALIFORNIA	2,087,706
California Oil Co., Gasoline & Oil	279,297
Gasoline & Oil	1,013,311
Ortho Insecticides & Weed Killers	450,030
Standard Heating Oils	292,507
Standard Oil Co. of Texas, Gasoline & Oil	52,561
STANDARD OIL CO. (INDIANA)	3,252,097
American Oil Co., Gasoline & Oil	1,177,347
Gasoline & Oil	2,048,095
Utah Oil Refining Co., Gasoline & Oil	26,655
STANDARD OIL CO. (NEW JERSEY)	2,175,411
Carter Oil Co. Gasoline & Oil	186,598
Esso Heating Oil	228,883
Esso Standard Oil Co. Institutional	141,233
Gasoline & Oil	1,273,952
Humble Oil & Refining Co., Gasoline & Oil	286,942
Pate Oil Co., Gasoline & Oil	57,803
STAR KIST FOODS	1,595,339
Nine Lives Cat Food	40,503
Star-Kist Tuna	1,554,836
STEEL COMPANIES COORDINATING COMMITTEE	2,405,469
STERLING DRUG INC.	2,017,570
Bayer Aspirin	685,165
Campho-Phenique	198,973
D-Con Mouse-Pruff	11,531
Energine Lighter Fluid	495
Jayne's P-W	96,567
Lyons All-Day Cushions	1,921
Midol	202,590
Molle Shave Cream	193,728
Phillips' Milk of Magnesia	238,858
Z.B.T. Baby Powder	387,742
STUDEBAKER-PACKARD CORP.	3,743,778
Hawk Cars	47,614
Lark Cars	3,518,409
Mercedes Benz Cars	92,568
Institutional	85,187

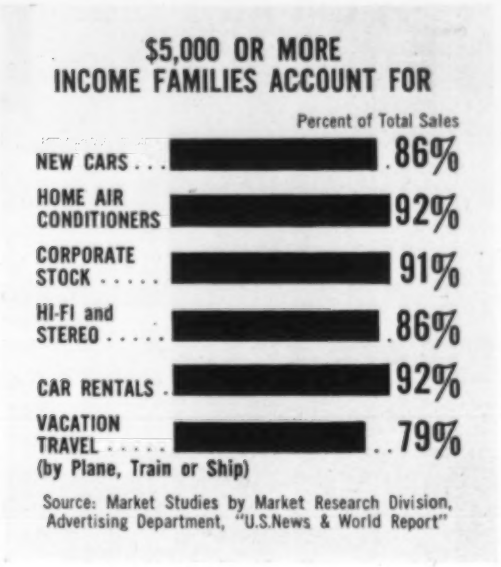
THE 13th MARKET
IS "TWINS"
But
YOU HAVE TO USE
DIFFERENT
AMMUNITION

The St. Paul Dispatch-Pioneer Press offers exclusive blanket coverage . . . no other newspaper reaches the St. Paul "Half"

ST. PAUL DISPATCH
A RIDDER NEWSPAPER
PIONEER PRESS
Representatives RIDDER-JOHNS, INC.
New York—Chicago—Detroit—Los Angeles—San Francisco—St. Paul—Minneapolis



The most important chart in your market picture


$5,000 OR MORE
INCOME FAMILIES ACCOUNT FOR
Percent of Total Sales
NEW CARS . . . 86%
HOME AIR CONDITIONERS 92%
CORPORATE STOCK 91%
HI-FI and STEREO 86%
CAR RENTALS . 92%
VACATION TRAVEL 79%
(by Plane, Train or Ship)
Source: Market Studies by Market Research Division, Advertising Department, "U.S.News & World Report"

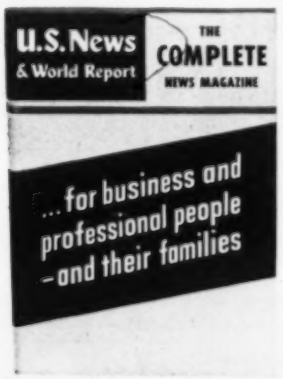
Whether you're an advertiser or an advertising agency, the chances are that a relatively few of your best customers account for the big bulk of your volume.

The same holds true for nearly all major-purchase goods and services. Of course, some mass-sold packaged items with odd-change prices are bought over handy counters by nearly everybody. But time and time again, company records and market research reveal that when it comes to family buying of things that count, the major volume of sales is from the top income half of America.

This is why, when you're measuring media, it's much more important to count customers rather than just people.

This is why "U.S.News & World Report," measured by its higher income subscribers, is found to cover more customers than many other magazines with much higher circulations. In fact, "U.S. News & World Report" offers the highest average subscriber family incomes of all magazines with more than 1,000,000 circulation. Consequently, when you're evaluating magazine circulations in quest of customers — for a wide range of products and services—you'll find "U.S.News & World Report" to be

The most important magazine of all



Ask your advertising agency for these new coverage facts as they relate to your markets and the ability of 14 magazines to cover them. Or contact any of our advertising offices listed below.

Reports on six of the areas studied are now complete. They include vacation travel, business travel, hi-fi and stereo equipment, home air conditioning, corporate stock purchases and car rentals. Each is wrapped up in a 19-minute graphic film report.

The conclusions are clear. High-income, managerial and professional families now account for the major volume of sales for virtually all quality goods and services, as well as business purchases These are the people who depend on the essentia news, who have the biggest stake in this news and who use this news in their plans and decisions. They are covered most effectively and most economically through the one magazine devoted exclusively to such essential and useful news . . . from your standpoint, very likely the most important magazine of all.

U.S.NEWS & WORLD REPORT

America's Class News Magazine

Now more than 1,150,000 Net paid circulation

Advertising offices at 45 Rockefeller Plaza, New York 20, N.Y.
Other advertising offices in Boston, Philadelphia, Pittsburgh, Cleveland, Detroit, Chicago, St. Louis, Los Angeles, San Francisco, Washington and London.

GREATEST MANAGEMENT READERSHIP PER DOLLAR

Glidden Company asked its own customers what they read . . . found Business Week mentioned more frequently than all other general-business and news publications—and at the lowest rate per mention in its field. No one can tell you more about the reading habits of your customers than your customers themselves. This is why The Glidden Company, in co-operation with Business Week, made a study of its customers' publication preferences.

Advertising Manager T. H. Turney, of Glidden, selected a list of 5,000 customers and prospects in the company's major fields. Questionnaires on Glidden's own letterhead were mailed in 1957 to these 5,000 individuals. The principal question was:

"What publications of all types do you read regularly?"

1,253 persons replied – a 25% response. Their expressed preferences among general, general-business, and news publications are shown at right.

In total mentions, Business Week was outranked only by Life, among general, general-business, and news publications. And Business Week clearly offered The Glidden Company *the greatest management readership per advertising dollar* among identified customers and prospects. (See Rate per Mention, in table at right.)

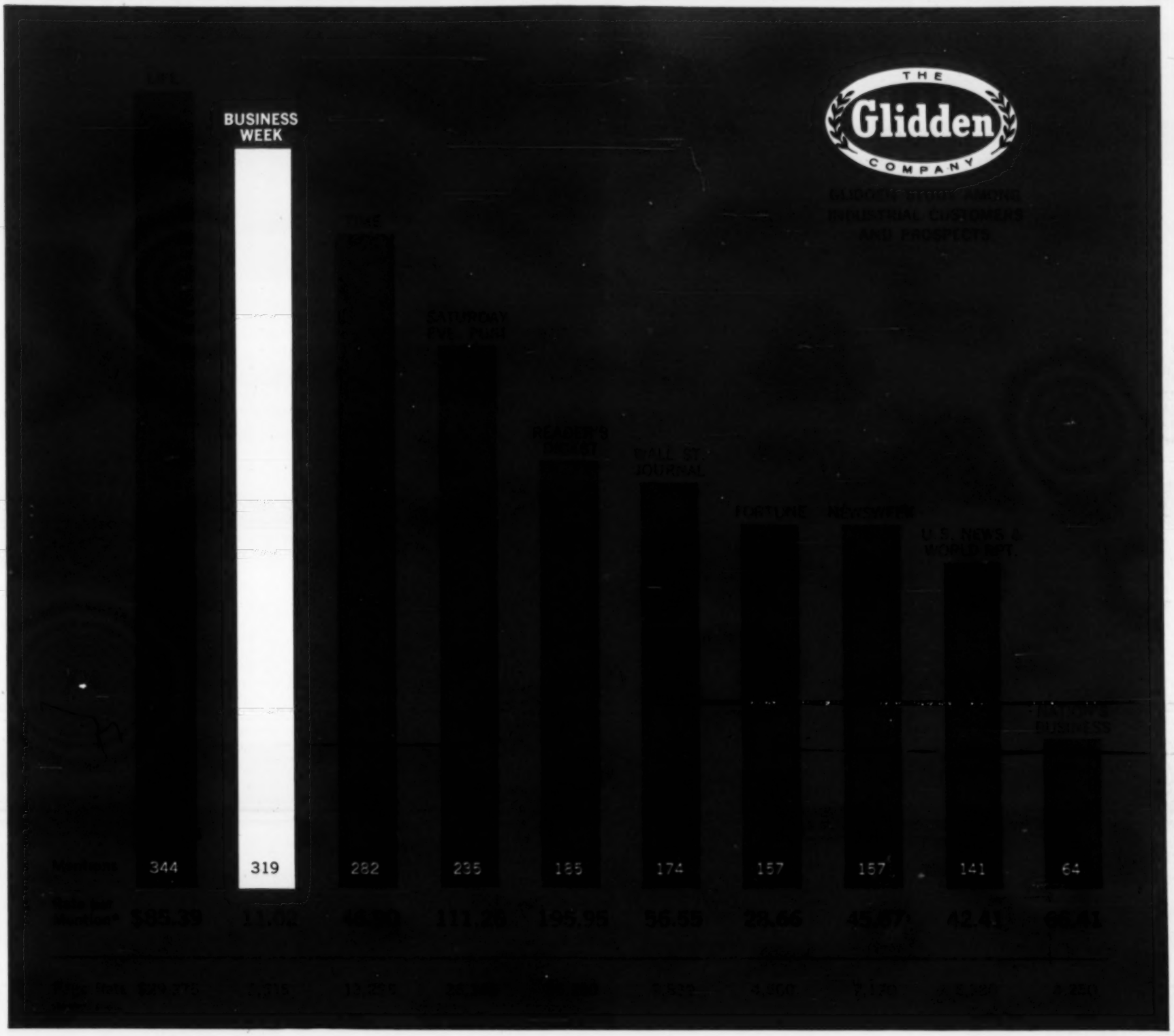
A McGraw-Hill Magazine

You advertise in Business Week when you want to influence management men

GLIDDEN STUDY WAS TYPICAL OF 30 IN 5 YEARS

The Glidden Company Survey of Reading Preferences is just one of 30 conducted by companies among their own customers in the past five years. Full details of these studies are available on request. Singly or together, they offer advertisers an important guide to management reading habits. They help to show you where to secure *maximum management readership at minimum advertising cost:*

. . . in the pages of Business Week.



The Ten Most Frequently Read General, General-Business & News Publications • Question: "What publications of all types do you read regularly?"

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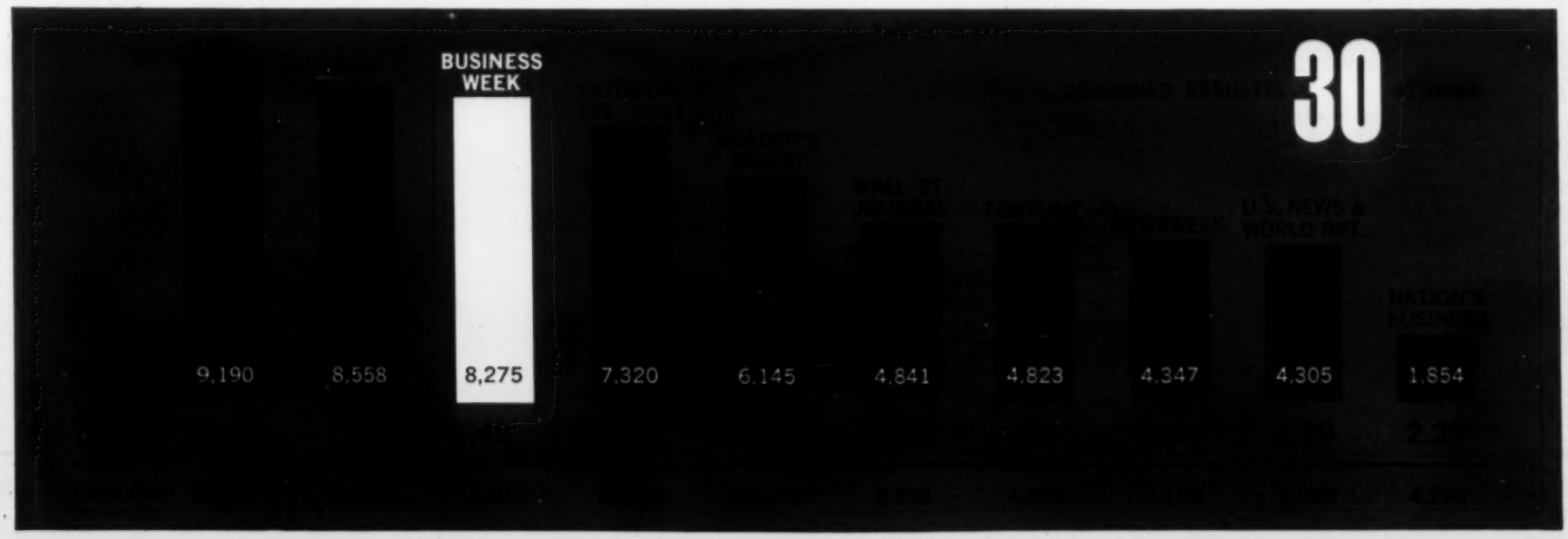


SUN OIL CO.	
Gasoline & Oils	1,892,928
SUNKIST GROWERS	1,047,904
Frozen Punch	243,537
Juices	15,668
Lemons	286,604
Oranges	465,085
Products	37,010
SWIFT & CO.	2,919,317
Allsweet Margarine	440,818
Corkhill Mat Products	8,291
Duet Margarine	82,767
End-O-Pest	3,767
End-O-Weed	684
Jewel Shortening	41
Mayrose Meat Products	30,338
Neuhoff Meat Products	19,500
Pard Dog Foods	597,107
Plankinton's Meat Products	5,015
Swift's Baby Foods	688,269
Swift's Chicken Products	31,229
Swift's Frozen Dinners	8,727
Swift's Frozen Meat Products	38,725
Swift's Ice Cream	22,721
Swift's Meat Products	518,956
Swift's Products	23,211
Swift'ning	33,182
Vigoro	365,969

T

TIME INC.	1,594,441
Life	1,119,996
Sports Illustrated	62,083
Time	412,362
TRANS WORLD AIRLINES, INC.	3,635,011

U

UNION OIL CO. OF CALIFORNIA	1,041,867
UNITED AIR LINES, INC.	36,400
UNITED STEEL WORKERS OF AMERICA	1,359,524

W

HIRAM WALKER-GOODERHAM & WORTS	3,445,156
Barclay's Gin & Gold Label Whisky	1,662
Barclay's Gold Label & Corby's Reserve Whiskey	6,724
Barclay's Products	22,176
Barclay's Whisky	47,111
Booth's High & Dry Gin	12,691
Booth's House of Lords Gin	27,153
Canadian Club Whisky	1,123,709
Corby's Products	773
Corby's Reserve Whisky	229,767
G & W Five Star Whisky	24,594
G & W Private Stock Whisky	782
G & W Products	1,520
G & W Seven Star Whisky	15,385
Grand Macnish Scotch Whisky	21,885
Hiram Walker's Brandy	457
Hiram Walker's Cordials	3,412
Hiram Walker's De Luxe Whisky	425,532
Hiram Walker's Gin	15,619
Hiram Walker's Little Brown Jug Whisky	53,695
Hiram Walker's Private Cellar Whisky	21,032
Hiram Walker's Products	183,912
Hiram Walker's Vodka	15,797
Hiram Walker's Whiskies	3,464
Imperial Whisky	800,438
Lauder's Scotch Whisky	3,037
Mill Farm Whisky	524
Mountain Ridge Whisky	1,210
Old Smuggler Scotch Whisky	40,089
Royal Canadian Whisky	5,990
Sandeman Wines	6,158
Sherbrook Whisky	5,197
Ten High Whisky	299,973
Twin Seal Whisky	13,308
William Penn Whisky	10,380
WARNER-LAMBERT PHARMACEUTICAL CO.	1,817,364
Bromo-Seltzer	61,222
Du Barry Preparations	120,649
Family Vitamins	11,348
Fashion Quick Home Permanent	47,759
Jewelite Brush & Comb	11,320
Lip Quick	3,151
Listerine	967,062
Listerine Tooth Paste	2,529
Perma-Grip	29,926
Pro Tooth Brush	120,645
Quick Home Permanent	19,208
Richard Hudnut Home Permanent	78,652
Richard Hudnut Preparations	238,137
Super Anahist Nasal Spray	104,831
Tote Toothbrush	925
WESTINGHOUSE ELECTRIC CORP.	2,212,259
Air Conditioner	9,015
Appliances	107,747
Dishwasher	14,810
Electric Range	137,908
Freezer	4,974
Heating Equipment	1,161
Lamps	711
Laundromat	215,439
Laundromat & Dryer	235,722
Phonograph	7,388
Phonograph & Television	11,946
Radio	254
Radio & Television	4,684
Refrigerator	368,319
Television	77,107
Water Heater	14,369
Westinghouse Broadcasting Co. Inc.	20,640
Institutional	16,067
Products	963,998
WHIRLPOOL CORP.	1,314,286
RCA Whirlpool Air Conditioner	28,181
RCA Whirlpool Cleaner	37,602
RCA Whirlpool Dishwasher	62,219
RCA Whirlpool Dryer	15,694
RCA Whirlpool Freezer	4,817
RCA Whirlpool Freezer & Refrigerator	11,209
RCA Whirlpool Products	197,761
RCA Whirlpool Ranges	24,573
RCA Whirlpool Refrigerators	380,967
RCA Whirlpool Washer	438,916
RCA Whirlpool Washer & Dryer	97,286
Institutional	15,061
WM. WRIGLEY JR. CO.	
Gum	1,444,073

Z

ZENITH RADIO CORP.	1,807,925
Hearing Aids	489,096
Phonograph	241,949
Phonograph & Radio	19,758
Radio	331,283
Radio and Television	34,787
Television	623,141
Products	67,911

Coca-Cola Gets U. S. Patent on Its 'Distinctive' Bottle

Coca-Cola Co. now has a patent on its bottle, making it a registered trademark. The U. S. Patent Office issued a certificate of registration on April 12 for "the distinctively shaped contour, or conformation, and design of the bottle." This is the second package to be registered under the Lanham Act. The first was the Haig & Haig pinch bottle—in 1958.

Chicago Ad Men
Know a Magic Name

TRADER VIC'S

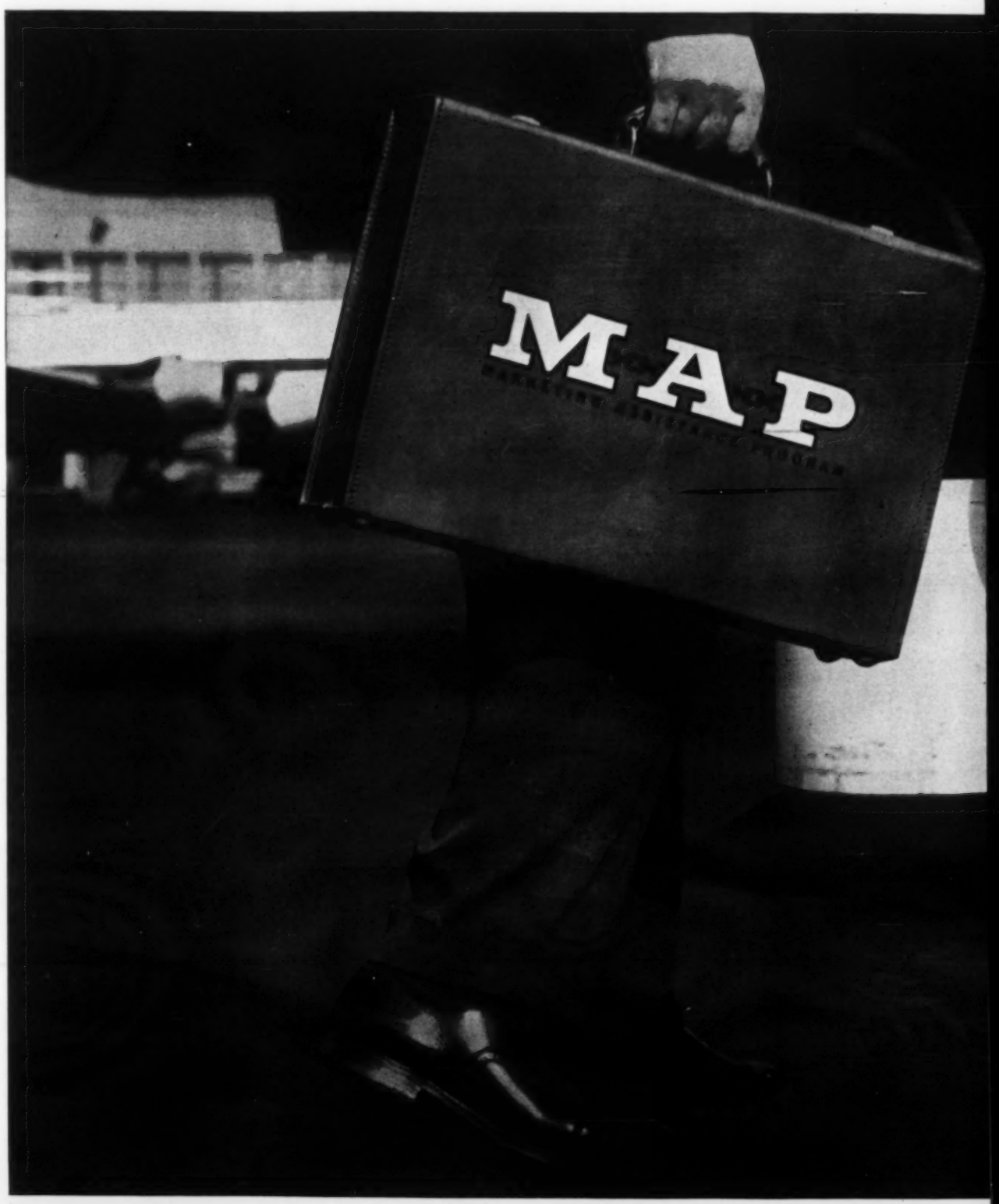
in the
PALMER HOUSE

The Greatest Name In The World of Fine Restaurants

Bring your special guests for LUNCH today!

CONTINENTAL • AMERICAN, and South Seas CUISINE

Supervised By TRADER VIC of San Francisco



CHILTON'S MARKETING

General Mills, Minute Maid Make Joint Premium Offer

General Mills, Minneapolis, has launched a "Perfect Partners" promotion in cooperation with Minute Maid Corp. in which coupons will be inserted in 12,000,000 packages of Betty Crocker Country Kitchen cake mix, offering consumers 5¢ off on the purchase of Minute Maid's Hi-C fruit drinks.

The joint effort will be promoted on both companies' regularly sponsored network tv shows during the last two weeks in May and in color page ads in the June issues of *Everywoman's Family Circle* and *Woman's Day*. Batten, Barton, Durstine & Osborn and Dancer-Fitzgerald-Sample are handling the client's ad.

D. P. Brother Names Six

Six men have joined D. P. Brother & Co., Detroit. Frank A. Picard II, formerly with WWJ, Detroit, has joined the agency's radio-tv department. Charles H. Ohlsson, previously with Campbell-Ewald Co., joins the AC spark plug account group. William C. Richardson, formerly with Prince & Co., and William R. Easton, previously with Vickers Inc., have joined the Oldsmobile account group. Patrick R. Martin, formerly with Chrysler Corp., has joined Brother's marketing and research staff, and David M. Hadley, previously with Madison Printing Co., Detroit, has joined the art staff.

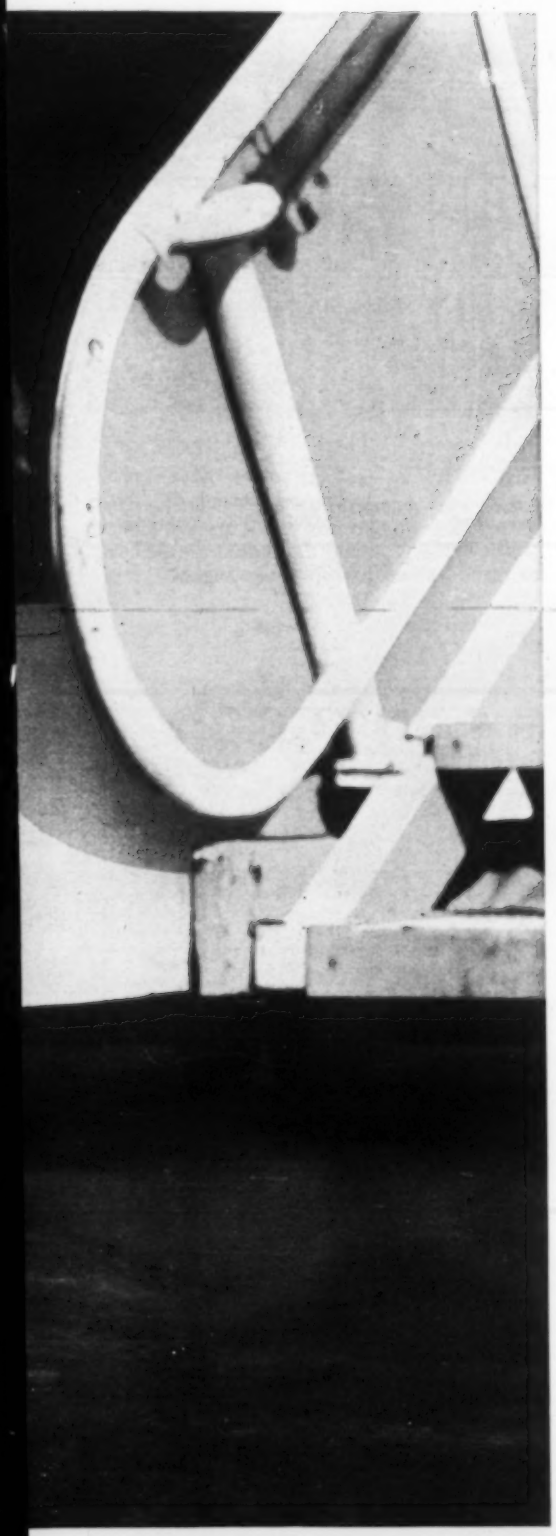
Four A's N. Y. Council Elects

William W. Mulvey, senior vp of Cunningham & Walsh, has been elected chairman of the New York council of the American Assn. of Advertising Agencies. Arthur C. Fatt, president of Grey Advertising, has been elected vice-chairman, and Irwin Zlowe, president of Zlowe Co., has been named secretary-treasurer. Governors are William Bernbach, president of Doyle Dane Bernbach Inc., Arthur A. Kron, president of Gotham-Vladimir Advertising; Thomas H. Lane, senior vp of Lennen & Newell, and H. L. McClinton, president of Reach, McClinton & Co.

Canadian Admiral Sponsors Toronto Stereo Broadcasts

Canadian Admiral Corp., Toronto, is sponsoring 30 minutes of "Stereo 90", a 90-minute stereo radio show broadcast over two Canadian Broadcasting Corp. stations in Toronto—CJBC and CBL. The remainder of the show is not sponsored.

Admiral ads, promoting its stereophonic equipment, are written especially for the two-station show, said to be the first all-am stereo broadcast in Canada. They take advantage of the two-channel effect to demonstrate Admiral equipment. Stanfield, Johnson & Hill, Toronto, is the agency.



How Chilton's M-A-P can help you establish MARKET POTENTIALS

Keeping up with changing marketing conditions is seldom an easy job. Today you will find that Chilton has moved forward in this area with more complete marketing counsel and research facilities than ever before. They are embodied in M-A-P, a penetrating Marketing Assistance Program.

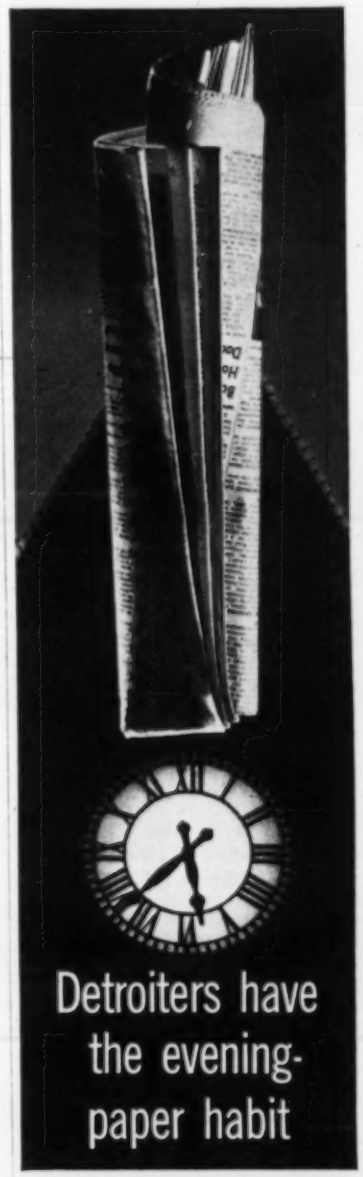
Chilton's M-A-P offers the services of a fully staffed research department that draws upon the professional skills of psychologists, statisticians, survey technicians and economists. It makes available timely data on buying influence; developments in new products; fast-moving marketing trends; information gathered at great cost to give better direction to your selling and advertising.

Chilton's 17 business publications add to the depth and breadth of M-A-P. Each has a wealth of timely information acquired through years of experience. Chilton's standards of editorial excellence are now linked with stronger and more complete marketing tools for advertisers. A Chilton representative will be glad to confer with you.

Chilton
COMPANY
Chestnut and 56th Streets • Philadelphia 39, Pa.

Publisher of: Department Store Economist • The Iron Age • Hardware Age • The Spectator Automotive Industries • Boot and Shoe Recorder • Gas • Commercial Car Journal • Motor Age Butane-Propane News • Electronic Industries • Jewelers' Circular-Keystone • Optical Journal Hardware World • Aircraft & Missiles • Distribution Age • Product Design & Development Chilton Research Services • Business, Technical and Educational Books

ASSISTANCE PROGRAM



Detroiters have the evening-paper habit

Total metropolitan household coverage of both evening papers: 70.5%

Any other combination comes to no more than 58.1%

Only with both Detroit evening papers do you get 70.5% of the metropolitan-area families—and at the lowest combination rate! Even more impressive: 234,333 families in the metropolitan area read the Times exclusively (130,889 more than Detroit's morning paper). And 83% of the metropolitan-area families who read the Times get home delivery! Clearly enough, selling potential customers through the Times is a habit worth cultivating.

KEEP YOUR EYE ON THE TIMES

Detroit Times

Represented nationally by
HEARST ADVERTISING SERVICE INC.

YEAR-ROUND TAN—*To increase year-round demand for Sea & Ski, Rolley Co. is using ads like this one-third page in Sports Illustrated April 11 regularly. Network tv and other print ads also are on the current schedule (AA, April 4). Foote, Cone & Belding is the agency.*

Outdoor Books Gain 211% in Circulation, 'Sports Afield' Says

NEW YORK, April 19—*Sports Afield* has scheduled spreads in trade papers plugging itself and the competition, *Field & Stream* and *Outdoor Life*, as scoring the "largest gain in any magazine field in the last 15 years."

In color spreads scheduled in ADVERTISING AGE, *Printers' Ink*, *Sales Management* and *Sporting Goods Dealer*, *Sports Afield* cites an ABC circulation gain for the combined magazines from 1,026,249 in 1945 to 3,192,465 in 1960, a 211% increase.

The ads are scheduled to break later this month, or in early May. J. M. Hickerson Inc. is the agency.

Harper-Wyman Ad Wins Biddle Creative Contest

A dealer promotion prepared for Harper-Wyman Co., Chicago, has won first prize in first quarter judging in Biddle Co.'s Creative Triangle Contest (AA, Feb. 22).

Seventeen members of the agency's art, copy and production staffs will share in the $750 first prize money. Principals involved are Everett Pippin, creative director; Jeff Grey, art director, and Mrs. Sara Nichols, production manager.

Brooks Foods to Zubrow

Brooks Foods, Collinsville, Ill., manufacturer of catsup, barbecue sauce, chili hot beans and soups, has named S. E. Zubrow Co., Philadelphia, to handle its advertising. Brooks was merged last April with P. J. Ritter Co., Bridgeton, N.J. D'Arcy Advertising, St. Louis, is Brooks' former agency.

Choquet Joins Foster & Creed

Roger K. Choquet has joined Foster & Creed, Boston, radio and tv representative, to assist in sales and sales promotion. He formerly was with the *Brockton Enterprise*.

PAINT A ROSY SALES PICTURE
with the famous low-priced
BVI
ELECTRIC PAINT SPRAYER
GREAT for premiums, contests, sales incentive programs.
For more details contact:
BURGESS VIBROCRAFTERS, INC.
Dept. A-60 • Grayslake, Ill.

Campbell Ltd. Names Two

Campbell Soup Co. Ltd., New Toronto, has appointed two product marketing managers. William Culp II will direct advertising, promotion and research activities for heat processed soups, and Robert J. Galloway will assume the same responsibilities for the company's other products. Mr. Culp formerly was ad manager for heat processed soups; Mr. Galloway most recently held the post of ad manager for products other than soup.

Packaging Corp. Expands Push

Packaging Corp. of America, Los Angeles manufacturer of pharmaceuticals, proprietaries, cosmetics and household specialties, is planning an expanded advertising and publicity campaign. Enyart & Rose Advertising, also of Los Angeles, has been retained to develop a campaign to reach eastern and western manufacturers. Direct mail will be used, supplemented by ads in business publications.

Ewert Joins Hoigaard

Carl Ewert Jr. has been appointed director of advertising, public relations and sales of C. J. Hoigaard Co., Minneapolis, manufacturer and distributor of awnings, tents, camping equipment and textile products. Mr. Ewert previously was public relations director of Canvas Products Assn. International.

Johnson, Kent, Gavin Moves

Johnson, Kent, Gavin & Sinding, newspaper representative, has moved to larger quarters in Chicago, 400 N. Michigan Ave.

Frohlich Promotes Schoen

Dr. Austin Schoen, formerly copy chief, has been promoted to vp in charge of copy at L. W. Frohlich & Co., New York.

People with money to spend on their HOMES are efficiently reached by the new Metropolitan Edition. For example, it will reach a *third* of the families who own homes in this area. It will go to four out of ten families who own home freezers . . . or *two* or more air conditioners . . . or *two* or more TV sets.

People with money to INVEST will read the Metropolitan Edition. You've got to make money to save money . . . and the higher the income, the higher the readership of the Digest.

Now local advertisers can reach metropolitan New York's biggest upper-income audience

. . . the million families who read the new Metropolitan New York Edition of Reader's Digest

Starting with the April issue of Reader's Digest, local advertisers will be able, efficiently and economically, to reach the largest possible number of upper-income families in the country's biggest market—Metropolitan New York. It will help fill this current gap:

- The large-circulation media do not offer enough upper-income families to meet the needs of many advertisers. Nor do these mass media always provide the type of environment . . . or the drama of color . . . which certain products require.
- The present "prestige" media may present the type of audience desired . . . but one too limited in size.
- Combinations of several media may provide both the quantity and quality . . . but usually at high total cost, and often with considerable duplication.
- In many cases, the medium reaches *too far:* the advertiser pays to address people who live well beyond his trading area.

Now a practical solution . . .

For many companies, the new Metropolitan Edition of Reader's Digest offers a practical solution. It will have a guaranteed circulation of one million . . . reaching a fourth of the families in this area . . . with more than 3,500,000 readers per issue.

There is no duplication in this circulation, and it is concentrated wholly within the metropolitan area.

A quality audience

Local Digest coverage is only 10.9% among homes with less than $4,000 annual income.

In the prosperous $7,000 to $10,000 group, coverage rises to a substantial 35.6% of the families.

Among the richest families—$10,000 and up—Digest coverage soars to 45.6%—close to half.

Yet the cost is low: a black-and-white page is $4,550—only $4.55 per thousand. The premium for

Armstrong Promotes Ceilings

Armstrong Cork Co., Lancaster, Pa., will use magazine ads and network tv for its new Centennial Cushiontone line of ceiling products. Color pages are scheduled for *American Home, Better Homes & Gardens, House Beautiful* and *Reader's Digest*. A series of announcement ads are set for lumber dealer trade publications. About a dozen ads are also scheduled for "Armstrong Circle Theatre" on CBS-TV. Ogilvy, Benson & Mather, New York, is agency for Armstrong's building materials division.

Clark Tests Film Offer

Clark Oil & Refining Corp., Milwaukee, is testing a free film offer in the Chicago area, using spot radio and newspapers. Customers who purchase 7 gals. or more of Clark gas get a franked stamped envelope for their exposed film, which they send in with cost of developing; in return they get the prints plus a free roll of the same type of film. If the offer goes well it may be extended to other Clark markets in the Midwest. Tatham-Laird, Chicago, is the agency.

General Paint Names Agency

General Paint Corp. of Canada, Vancouver, has named Brown, Mitchell & Wright, Vancouver, as its agency. Other new accounts recently added by the agency include Foister, Clay & Ward, wearing apparel company; Ormonds Ltd., biscuit maker; Suzanne Sportswear Ltd.; Rockhill Food Products, and Watson Gloves, all of Vancouver, and Steel Building Sales Ltd., Calgary.

Three Join 'Harper's Bazaar'

Harper's Bazaar had added three salesmen to its New York staff. They are Stephen H. Stark, formerly with John H. Postley Inc.; Christopher P. Moran Jr., formerly with *Liquor Store*, and Joseph J. Hayes, formerly with *Mademoiselle* and *Charm*. Mr. Stark, who resigned from *Harper's* in December of last year, rejoins the magazine as director of children's wear accounts.

Safe-T-Sun Names Sackheim

Safe-T-Sun Inc., Williamsburg, Va., has named Maxwell Sackheim-Franklin Bruck, New York, as its agency. The company will use radio, tv, magazines and newspapers for the first time to promote its Safe-T-Sun lamp, which previously has been sold by mail. Market tests will be conducted during the summer with a national campaign to break in the fall.

SAAA Group Elects White

Dan T. White, senior partner of White & Shuford, El Paso, has been elected president of the El Paso chapter of the Southwestern Assn. of Advertising Agencies. Other new officers are Warren T. Mithoff, board chairman of Mithoff Advertising, vp, and Erich deBruyn, president of deBruyn Advertising, secretary-treasurer.

People with money to spend on **MORE THAN THE NECESSITIES** are also people who seek mental stimulation in the Digest. The new Metropolitan New York Edition will go to almost *half* of the local families in the $10,000-up group.

People with money to spend on **TRAVEL** are Digest readers. One-fourth of all applications for U.S. passports come from the New York area. Foreign travel costs money . . . and the Metropolitan Edition will go to those who have it.

People with money to spend on **LUXURY-TYPE CARS** are Digest readers. Car dealers know that the New York area is a top market for foreign and sports cars . . . which are often *second* cars. Note that the Metropolitan Edition will be read by 44.2% of the local families who own two or more cars.

full color is 20% (even with bleed)—compared to 25% to 60% extra for most local publications.

Extras you don't pay for

The Digest alone will give you these valuable extras at no extra cost:

- You may have commanding bleed space, or two colors—or *both*—without premium.
- Your message will continue to work over an active reading life of 2½ *months*, according to Politz research. Only a *monthly magazine*, with "articles of lasting interest," can offer you this important bonus.
- Readers have *faith* in the Digest . . . a confidence that carries over to the advertising columns.

Over the past 38 years, Reader's Digest has become the world's favorite magazine, known and respected throughout more than 100 countries. A local product or service can gain added stature in this world-famous publication.

And now, for the first time, space is available to New York area advertisers at efficient local rates.

Let us show you what this new local edition can mean to your company—in prestige, in savings, in *sales*. Write or phone: Reader's Digest, 230 Park Ave., New York 17 . . . MUrray Hill 4-7000.

Circulation of this new edition is wholly concentrated in this 18-county Metropolitan New York area

People have faith in

Reader's Digest

More than 1,000,000 copies bought monthly in the Metropolitan New York area

"...take four!"

In Television Central, the main control center of the new WBEN-TV studios, camera directions are delivered and executed by the most experienced hands in Buffalo telecasting.

Equally important, these hands work with the finest, most advanced electronic equipment.

These new facilities are dedicated to quality — quality that builds audience loyalty and client satisfaction. To make your TV dollars count for more, we suggest you "take four" - - - Channel 4, pioneer television station on the Niagara Frontier and now, in its new home, the most modern and finest facility in America.

National Representatives:
Harrington, Righter and Parsons

WBEN-TV

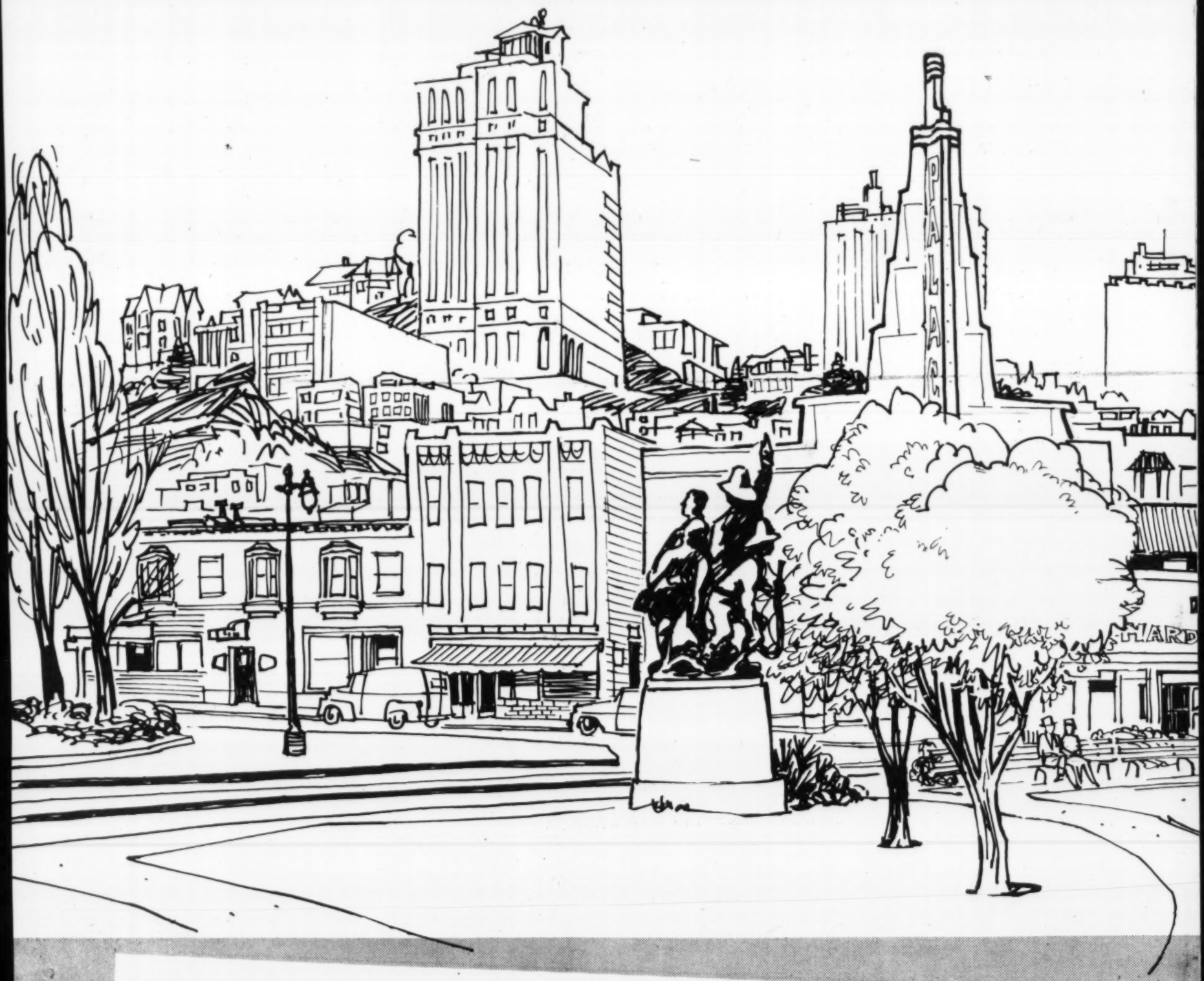
The Buffalo Evening News Station

CH. 4

CBS in Buffalo

THERE'S SOMETHIN

THE SAN FRA



FIRST
In Circulation

San Francisco

MONARCH OF

G SPECIAL ABOUT NCISCO EXAMINER

Continuous Want Ad Leadership

Just as the San Francisco Examiner leads continuously in circulation and display advertising, so it also leads in Want Ad linage.

By any measurement, the Examiner's leadership is the advertiser's best guarantee of selling-impact!

Northern Californians know: "You are not getting the news unless you read The San Francisco Examiner!"

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE INC.

AMERICA FIRST

Examiner®

THE DAILIES

FIRST In Advertising

WE'RE ON THEIR LIST!

It's one of the largest shopping lists in business . . . made up by the buyers for nursing homes or homes for the aging. These homes, and there are more than 16,000 of them to date, need everything from bedpans to beauty aids.

You can get the staggering facts by reading our B P R D ad or writing to

PROFESSIONAL
nursing home

THE MILLER PUBLISHING CO.
2503 Wayzata, Minneapolis 40, Minn.
Business Journalists Since 1873

Adman in the News . . . Harry Harding

BOCA RATON, FLA., April 21—At intervals of just about ten years a Young & Rubicam man is elected chairman of the American Assn. of Advertising Agencies. First it was Ray Rubicam, then, in turn, Sig Larmon and Lou Brockway. Today the Four A's tapped Harry Harding, exec vp of Y&R.

Harry Harding

Mr. Harding, possibly the first English-born head of the American agency group, came into advertising on the creative side, but he's been in the business end since 1944. He is the only Y&R man ever to reach top management levels after starting in the public relations department.

"I'm one of the few people who got into the agency business on purpose," he told ADVERTISING AGE "My father was advertising director of United Drug Co.—now Rexall—for 20 years. So I just grew up with it."

Harry Harding feels about advertising the way Roy Campanella felt about catching for the Brooklyn Dodgers. Mr. Campanella liked baseball so much, he was amazed anybody would actually pay him to play. Mr. Harding puts it this way: "I can't help but be grateful to a business that lets me be creative in my own way and pays me well; what else can you ask of an industry?"

A fairly tall, slender and balding man, Harry Harding has brown eyes and brown eyebrows—a color that's somehow incongruous against the flat whiteness of the hair that remains on the sides of his head. His conversation is deliberate in pace, as if he is deciding on the proper word; occasionally he makes no reply to a question for a noticeable time, as if digesting the whole meaning of the query and its implications. But when he makes a speech, he customarily chooses not to use a prepared text, but only notes written on 3x5" cards.

■ A licensed pilot and a former lieutenant colonel in the Civil Air Patrol, Mr. Harding is a good man with a camera. He usually packs two or three when he goes to a convention, and he ignores golf and bridge, except to shoot pictures of devotees of those past-times.

He shoots dozens of pictures and sends copies of his shots to his subjects. He is likewise a shutterbug at many client meetings and at Y&R stockholder sessions.

■ Mr. Harding first bought himself a camera during the depression, when he decided he could fatten his salary by taking pictures and selling them to ad companies on a free lance basis.

His first agency job was with Wolcott & Holcomb, in Boston, where he became art director. Before he left he was in charge of creative. From there he moved to another agency, the Barta Organization, which operated its own printing plant.

Mr. Harding, who came to the U. S. when he was 12, still hadn't finished moving around. From Boston he went to New York and Crowell-Collier, where he served as promotion manager under Red Motley, "a fellow I think the world of."

■ He "lasted only about a year and a half at Crowell," and then he latched on at Young & Rubicam, where he worked in public relations on the American Hotel Assn. account. Mr. Harding, who had been in a lot of hotels, and who learned more about them from a Boston friend who is resident manager of the Statler there, was at home.

A year later, in 1944, Y&R named him an account executive in the contact department. His assignment was General Foods. In 1946, he became contact supervisor. As a new agency vp, he divided responsibility on General Foods with another executive. "But when he resigned and I got the full account to handle I decided I had really made the Y&R team," he says.

Elected a senior vp in 1952 and exec vp two years ago, Mr. Harding has direct responsibility for the Chicago, San Francisco, Los Angeles and Detroit offices of Y&R.

■ The new chairman of the Four A's thinks "too many people make too many speeches and write too many articles on the need for self regulation in advertising, provided it's the other guy who is regulated.

"We would get ahead faster," he said, "if a person in each group in the field decided which was the group's area of responsibility and then did something in that area. Instead of talking down 'the advertising industry,' people should worry about the weeds in their own garden." #

YOU CAN LEAD A CROWD TO CULTURE,
BUT YOU CAN'T MAKE 'EM THINK!

If you agree with that statement, you're *not* in tune with the times. And that can prove disastrous to a radio station!

It's easily documented that the tastes of the general public are more discriminating than ever before—their needs more complex, their interests more varied. Listeners are hungry for educational and informative programs—not trivia. They want to hear good music as opposed to caterwauling. They want news in depth and from news analysts—not headlines from disc jockeys. And as long as they have dials on their radios, these needs will be satisfied—by one station or another. In the Detroit-Great Lakes area that station is WJR. What finer atmosphere for your product! Give your Henry I. Christal representative a call today and get the details concerning the station that IS in tune with the times—WJR.

WJR DETROIT
760 KC 50,000 WATTS
RADIO WITH ADULT APPEAL

Fine Arts programming is a part of our complete-range programming — something for everyone.

TIED TO CHARITY—*Boyd Coffee Co., Portland, Ore., offers to redeem the lids from its regular and instant coffees for cash when turned in by any of 3,000 non-profit groups in its Pacific Northwest marketing area. This newspaper ad lists groups collecting the lids. Miller, Mackay, Hoeck & Hartung is the agency.*

Jules Parent, 45, VP of Y&R, Is Dead

DARIEN, CONN., April 19—Jules D. Parent, 45, vp of Young & Rubicam, New York, died of a coronary occlusion Saturday while playing tennis at Darien High School.

Mr. Parent was named vp and account supervisor at Y&R in December, 1957, after joining the agency in 1952 as an account executive. He worked mainly on the General Foods account.

He had served as a salesman for Campbell Soup and as advertising and sales promotion manager of grocery store products prior to joining Foote, Cone & Belding, San Francisco, in 1950. He joined Benton & Bowles, New York, in 1951 as assistant to the vp on Maxwell House coffee, a General Foods product, and moved to Y&R a year later.

EMORY J. PATTERSON

WINCHESTER, MASS., April 19—Emory J. Patterson, Boston advertising sales manager of the magazine division of Crowell-Collier Publishing Co. before he retired in 1956, died April 7 of cancer at his home here.

Mr. Patterson joined *Collier's* in Chicago in 1925 as a space salesman covering the northwestern territory. He was transferred to Boston in the late 1930s and was named Boston manager for the magazine division in 1945. He retired in the summer of 1956, six months before the magazine division folded. #

GE Boosts Clemmens

General Electric has appointed William B. Clemmens as marketing manager of its radio receiver department. Mr. Clemmens, formerly national sales manager for GE air conditioners, replaces S. M. Fassler, who has been named marketing manager for television receivers.

Roeder Adds Pop Science Books

Edward Roeder Jr. has been appointed southern advertising representative for *Outdoor Life* and *Popular Science Monthly*. Mr. Roeder, who has offices at 317 N. E. 28th St., Ft. Lauderdale, will handle the magazines effective with July issues.

Tatham-Laird Moves in N.Y.

Tatham-Laird Inc., New York, has moved to larger quarters at 444 Madison Ave. Harold D. Frazee is vp in charge of the office.

MacManus, John Names Three; Adds New Dow Division

MacManus, John & Adams, Bloomfield Hills, Mich., has promoted Raymond D. Reiss from director of automotive media to director of media of the agency. John W. Twiddy, previously with Foote, Cone & Belding, has joined MacManus, John as a media buyer and Douglas E. Montross, formerly with Erwin Wasey, Ruthrauff & Ryan, has joined MacManus in a similar post.

MacManus, John, which has served Dow Chemical Co. for the past 25 years, has been named to handle advertising for a new Dow division, Dow Industrial Service, which will headquarter in Cleveland. The division provides services and products for the municipal and industrial waste and water field.

Scharf Retires from Richman

Herman P. Scharf, advertising manager of Richman Bros. Co., Cleveland, for the past 30 years, retired April 15 on his 65th birthday. The duties of advertising manager will be divided between the company's agency, Lang, Fisher & Stashower, and Donald Peck, who has been Mr. Scharf's assistant for the past 10 years, until an advertising manager is named.

Gresh & Kramer Incorporates

Bernard J. Kramer, co-founder and partner of Gresh & Kramer Advertising Agency, Philadelphia, has been elected president of the agency, newly incorporated as Gresh & Kramer Inc. He also continues as creative director. P. Heim Gresh remains as consultant. Jack J. Dash has been named vp, and will serve as executive director of client services.

National Lead Sets Spot Drive

National Lead Co., New York, will run a three-week spot tv schedule in 22 markets to promote its Dutch Boy paint. It will include a minimum of six announcements, minutes and 20-second spots, per week in most markets.

IMPACT!

MORE Metropolitan Share of Audience
MORE Average Quarter-Hour "Homes Reached"
THAN ALL Other El Paso Stations Combined*
*ARB, November 1959

In Metropolitan audience . . . in area "Homes Reached" audience . . . KROD-TV once again proves itself to be the dominant voice of El Paso. 53.2% Metropolitan Share of Audience . . . 53.9% of the total Average Quarter-Hour "Homes Reached" . . . and that's in a competitive, 3-station, 3-network market. Ask your Bolling man for the full story on this **must** station in West Texas', Southern New Mexico's **must** market.

4 KROD-TV CBS
EL PASO, TEXAS

The TV Buy
KROD-TV EL PASO · KVII-TV AMARILLO · KOSA-TV ODESSA-MIDLAND

DELIVERS TEXAS' 3 FASTEST-GROWING MARKETS IN EFFECTIVE BUYING INCOME — 1959 - 1965**
**Sales Management, Nov. 10, 1959 "Marketing On the Move"

1.	Odessa-Midland	Up 66.9%
2.	El Paso	Up 57.8%
3.	Amarillo	Up 53.3%
4.	Lubbock	Up 50.9%
5.	Corpus Christi	Up 48.2%
6.	Houston	Up 47.7%
7.	Dallas-Fort Worth	Up 46.1%
8.	Temple	Up 45.5%

3 QUALITY STATIONS / QUALITY MARKETS — 1 NATIONAL REPRESENTATIVE THE BOLLING COMPANY, INC.

Jack C. Vaughn, Chairman of the Board
Cecil L. Trigg, President
George C. Collie, Nat. Sales Mgr.

a TRIGG VAUGHN TV STATION
KROD-TV EL PASO · KVII-TV AMARILLO · KOSA-TV ODESSA-MIDLAND

ASSIGNMENT: UNDERWATER

*spells SCUBA—short for the Self-Contained-Underwater-Breathing-Apparatus that has enabled millions to discover an exhilarating new world.

Now tens of millions who like a story swirling with action, spilling over with thrills, buoyant with human spirit and peopled with characters they can root for will experience their own exhilaration when they watch this sea-fresh new show.

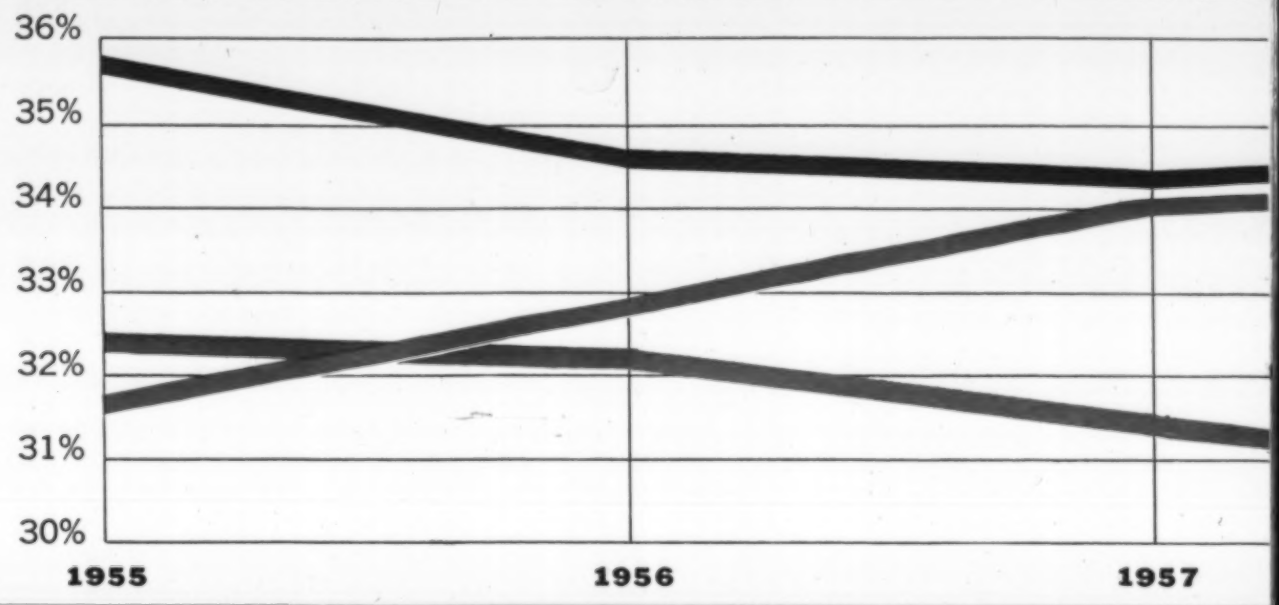
Thirty-nine new half-hours, starring Bill Williams, swimming champion as well as movie star. Let ASSIGNMENT: UNDERWATER fly your ensign in your own ocean! Wigwag your interest to Harold Goldman, NTA, 9570 Wilshire Boulevard Beverly Hills, California, CR 4-0411 • A subsidiary of National Theatres & Television, Inc.

NTA

NEWSWEEK's SHARE OF AD

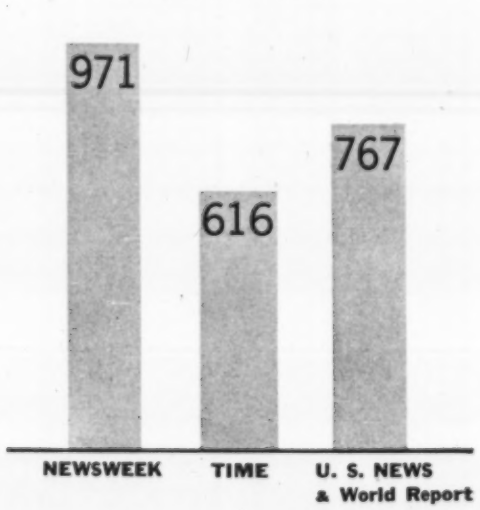
PERCENTAGE OF ADVERTISING IN NEWSWEEKLIES

This chart shows what percentage of the total number of newsweekly advertising pages was carried by each newsweekly in the years 1955-59.

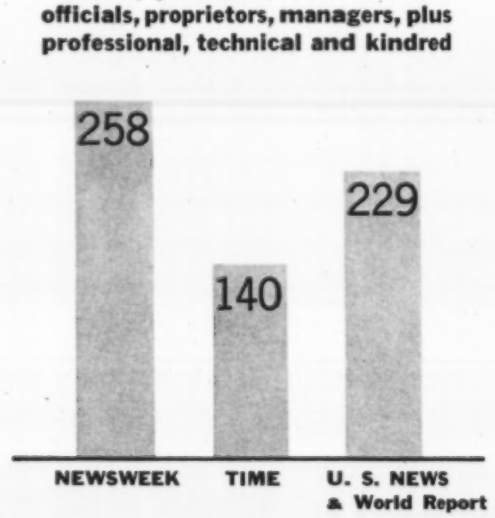


BECAUSE MORE *DECISIVE* PEOPLE,

Readers per dollar



Readers, per dollar, who are male officials, proprietors, managers, plus professional, technical and kindred



ABOVE FIGURES BASED ON THE REPORT ENTITLED "THE CHARACTERISTICS OF THE READING AUDIENCES OF

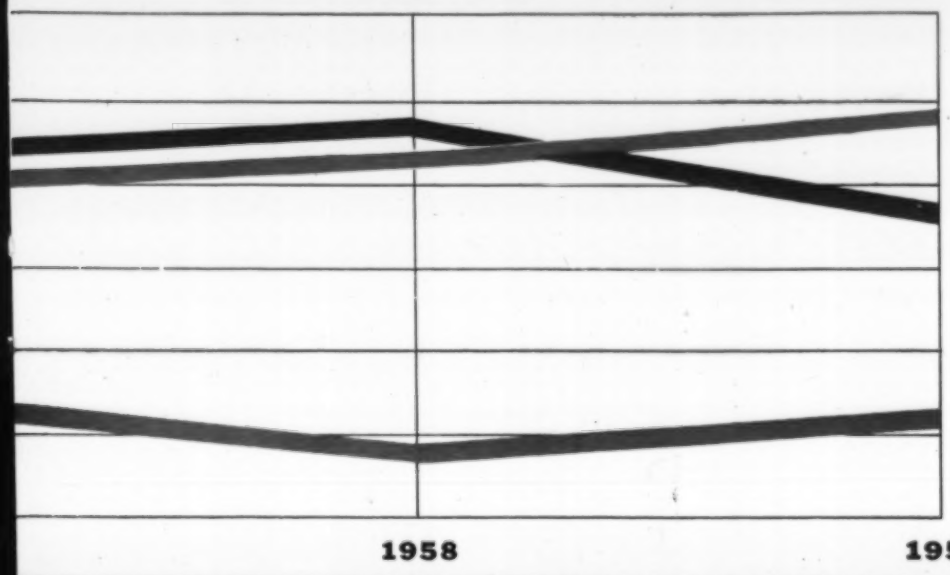
ARE ATTRACTED BY NEWSWEEK's

Newsweek is *complete,* covering all 28 major fields that are of interest to the well-rounded person.

Newsweek is *objective,* presenting the unslanted facts . . . permitting the reader to arrive at his own judgments.

Newsweek is *authoritative,* providing editorial exclusives

PAGES KEEPS GROWING...

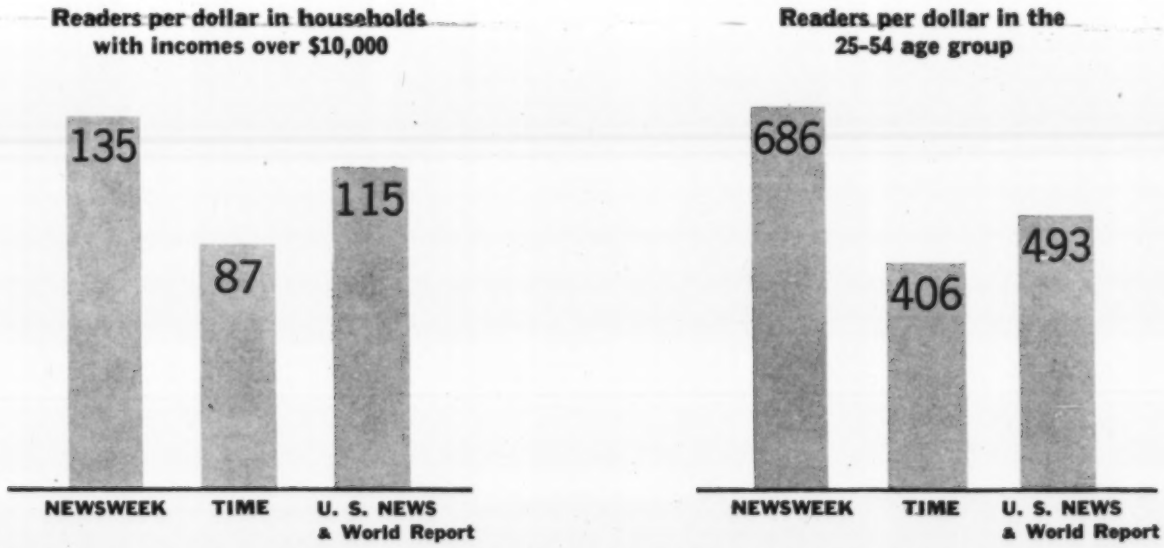


NEWSWEEK 3,008 Pages

TIME 2,913 Pages

U.S. NEWS & World Report 2,686 Pages

PER ADVERTISING DOLLAR...



NEWSWEEK, TIME AND U.S. NEWS & World Report" BY SINDLINGER & CO., INC., INDEPENDENT BUSINESS ANALYSTS.

EDITORIAL EXCELLENCE!

that have become bywords of reliability... like the Survey of Capital Appropriations, Continuing Survey of Consumer Buying Plans, "The Periscope," "The Listening Post."

Small wonder the really decisive people are attracted to Newsweek. Small wonder that Newsweek continues to increase its share of advertising in the powerful newsweekly field.

The world-wide newsweekly for communicative people

Ad World Ready for Renaissance, Brower Tells 4A's

BBDO Head Blasts Criticism by 'Meatheads, Eggheads, Domeheads'

BOCA RATON, FLA., April 22—In a speech asserting that advertising could now enter an era of greatness, Charles H. Brower, head of Batten, Barton, Durstine & Osborn, slashed at critics of the business who demand that it clean house.

He told the American Assn. of Advertising Agencies here: "Perhaps advertising should clean its house; but, friends, let us first know the kind of house we propose cleaning. The house of advertising is not a chicken coop.

Four A's Meeting

"The house of advertising," he said, "is a mighty fortress in our economy, and those who attempt to pull stones from its walls had best consider the consequences of what they are doing. For advertising not only stimulates sales—it produces large and comfortable billions of dollars in taxes that our government loves so well and needs so desperately.

"Pull down advertising, and a frightening number of things will fall with it," he said. "For there has never in the whole history of the world been an economy like ours—so mightily effective, so delicately poised."

■ Mr. Brower said last year the nation's top ten advertisers paid more than $2 billion in taxes to the federal government. "Is it too much to say that advertising stimulated at least half of this? Is it too much to say that without advertising and the desire it spreads we could hardly meet our military budget alone?"

The BBDO boss told the agency men, "We have a right to that fierce pride in our business that must begin any renaissance of creative greatness. We have a right to be proud of ourselves—and the things we have done for our country. And any one in the land should be proud to know us."

Mr. Brower outlined four conditions he said history has shown to be necessary for a creative resurgence. "They usually followed a period of mediocrity; they occurred when there was some feeling of security; everyone, high and low, desired and encouraged the return of greatness; and there was a fierce nationalistic, religious or group loyalty."

■ He said advertising—and the whole U.S.—has been through a period of mediocrity. Commenting on his second point, he said an adman needs security in the people he works with, and he needs their respect and confidence. On the third point, he said everyone in an agency must want the shop to be great. As for the pride in advertising, there is little today because of the alleged sins of advertising, but there could—and should—be great pride in the business.

"Advertising people are honestly the damndest people in the world," he said. "There are more good, honest guys in this business than in any other business I know. We work harder than anyone. We kill ourselves off at a disgustingly early age. We have an impressive record of sticking to one wife. You find very few of us in jail. Yet when one spitball writer says we are hucksters or hidden persuaders, we say, 'My goodness, are we?', and begin repenting our non-existing sins."

■ According to Mr. Brower, "The national desire for greatness is growing in strength daily." Americans, he said, are growing restless about mediocrity.

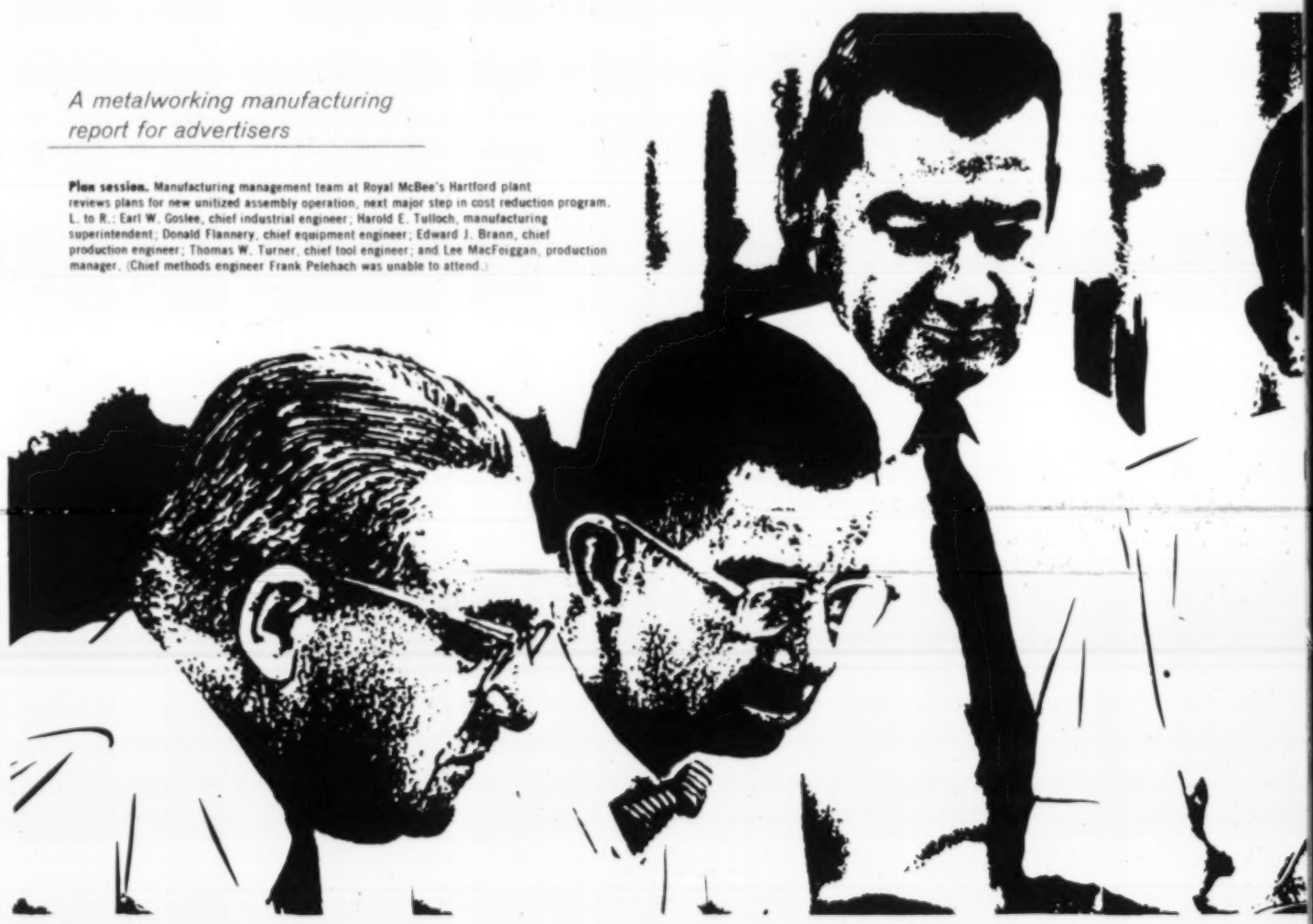
"People are sick of sameness," he said. "Hungry for new products and new ideas. For dynamic, fresh and original selling. More ready than they have been in 100 years for big ideas that dare them and challenge them. Few of our clients are any different. They are as eager for creative greatness from us as are their customers."

Mr. Brower said that in a climate of greatness, advertising would work harder. "Fewer people will be annoyed by advertising; more people will be informed. It will cease to be the whipping boy for every uninformed meathead and misinformed egghead and unsuccessful domehead. Advertising people will assume their rightful place in our economy, our business world, our world of art and literature. Top students in top schools will pick advertising for their life work, because there's more excitement, more satisfaction, more fun, more life in the work of advertising." #

Muller, Jordan Names Perrier

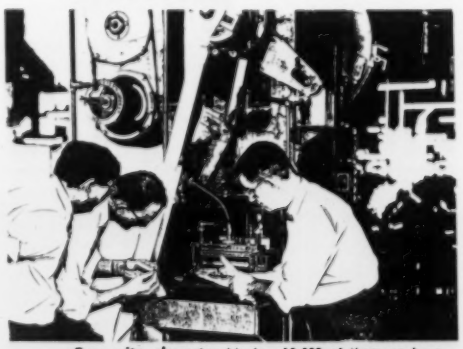
Mark Perrier has joined Muller, Jordan & Herrick, New York, as an account supervisor. He formerly was assistant manager of the promotion department of McGraw Hill Co.

A metalworking manufacturing report for advertisers



Plan session. Manufacturing management team at Royal McBee's Hartford plant reviews plans for new unitized assembly operation, next major step in cost reduction program. L. to R.: Earl W. Goslee, chief industrial engineer; Harold E. Tulloch, manufacturing superintendent; Donald Flannery, chief equipment engineer; Edward J. Brann, chief production engineer; Thomas W. Turner, chief tool engineer; and Lee MacFeiggan, production manager. (Chief methods engineer Frank Pelehach was unable to attend.)

Push-button painting. New "paint shop" uses 100,000 volts of static electricity to magnetize atomized paint, attract it to metal parts. Ransburg machines up production 100%; stop paint waste; save labor; provide superior finish. Earl Goslee, junior foreman Joe Hacia, Harold Tulloch and Don Flannery check finish as typewriter frames move from electrostatic paint booth to bake ovens.

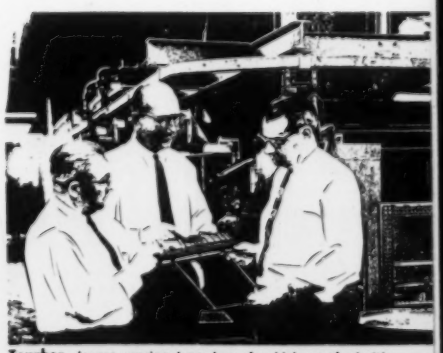


Typewriter-character blanks—10,000 of them an hour—punched out by press that saves $6,000 a year. Old method (3,000 an hour) used 4" steel bars; new process feeds continuous ribbon of steel from a coil. Junior foreman Stanley Zavatsky, George Colwick and Harold Tulloch huddle over handful of the parts.

Versatile, "more talented" business machines... constant challenge for

the brains behind Royal McBee's typewriter that thinks

Metalworking manufacturing team saves $3 million in two years by being alert to new ideas.



Tougher, longer-wearing type bars for high-speed electric typewriters are inspected by Earl Goslee, Lee MacFeiggan, Don Flannery. New automatic austempering installation doubles production (heat treats 14,000 type bars per hour), eliminates distortion and need for roll straightening, minimizes rejects, reduces labor and material costs.

BROCHURES • CATALOGS • DIRECT MAIL
ADVERTISING PRODUCTION
Deal direct with one source—at one location
• Creative and finished art work • Photography
• Complete litho camera and plate service
• Our supervision, coordination and facilities
make better advertising easier
Metachrome, Inc. 9 E. Ohio St., Chgo 11
Ill., Michigan 2-6402

RCA Boosts Taylor, Aurick

John P. Taylor, formerly manager of marketing plans and services for industrial electronic products, has been promoted to the new post of marketing administrator of the broadcast and television equipment division of Radio Corp. of America. RCA also has promoted Leland W. Aurick from administrator of advertising and sales promotion, industrial market, electron tube division, Harrison, N. J., to manager of advertising and sales division, industrial market.

Burdick & Becker Adds One; Puts Out Squibb Publication

M. R. Thompson, ethical drug division of J. B. Williams Inc., has appointed Burdick & Becker, New York, to handle its advertising.

Burdick & Becker is also putting out a new quarterly publication for E. R. Squibb, "Nutritionale." This is a magazine designed specifically for patients in doctors' waiting rooms. It will carry articles on nutrition and showcase Squibb vitamin ads.

Broadcast Time Names Prince

Peter Prince, formerly an account executive at Prince & Co., Detroit, has been named to the sales staff of Broadcast Time Sales, New York, radio station representative. Broadcast Time has been named to represent KWKY, Des Moines, formerly handled by Robert E. Eastman & Co.

Reach, McClinton Boosts Two

Reach, McClinton & Co., New York, has elected Bernard M. Lewy, account supervisor of the Playtex division of International Latex Corp., a vp. Reach, McClinton has promoted Mrs. Ethel Wylly Cordner, from a copy supervisor to associate copy director.

ADD TREAT—*Best Foods, New York, ran this color page in the April 22 Chicago Tribune offering 35¢ for a label from a large Old Manse syrup bottle so that buyer can enjoy French toast or pancakes with his syrup. Dancer-Fitzgerald-Sample is the agency.*

Beam to Allen & Reynolds

Charles W. Beam, assistant advertising manager of Archer-Daniels-Midland Co., Minneapolis, will join Allen & Reynolds, Omaha, as an account executive May 2. Dale Sass, formerly advertising assistant of Fairmont Foods Co., has joined Allen & Reynolds as production manager.

Colle & McVoy Adds One

Rap-In-Wax Co., Minneapolis, has shifted its advertising from Kent Dixon Advertising, Minneapolis, to Colle & McVoy, Minneapolis. The agency named Brian H. Olson, formerly with Little Press and Associated Lithographers, both Minneapolis, assistant production manager.

McLean Joins Southern Cross

Southern Cross Sleep Products, Atlanta, has named Evan A. McLean advertising and sales promotion manager. He formerly was account executive at Charles Tombras & Associates, Knoxville.

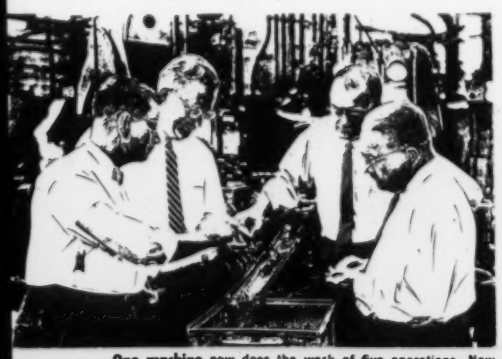
Condon Joins Scholastic

Edward G. Condon, formerly with Branham Co., has joined the advertising department of *Scholastic Magazines*, New York.

How do you make an electric typewriter think for itself? Tab automatically (both vertically and horizontally)? Handle an entire billing operation at the push of a button? And how do you manufacture it of stronger, tougher, better parts—and save millions in the bargain?

This is the kind of continuing challenge that drives Royal McBee's manufacturing team—a group of optimists who believe that "making changes is important." The changes involved in producing the "typewriter that thinks" ranged from new methods of cold heading to heat treating . . . from systems for zinc die-casting to multiple paint spraying . . . from new machines for rod-straightening to spring-winding. And these are only a few of the dozens of cost-cutting improvements that enabled Royal McBee to bring out six major new products this year—at savings running into the millions.

Every other Monday, some 42,000 metalworking manufacturing men—like the team at Royal McBee—turn to American Machinist/Metalworking Manufacturing as a source book for new ideas, new materials, new machines in their continuing search for better, less costly ways to make things of metal. If your product can help them, give them the facts in AM/MM. They read it with their eyes and minds wide open, ready to buy. That's why it is the most direct, efficient, and effective way of selling to metalworking.



One machine now does the work of five operations. New Kingsbury machine drills, taps, and reams . . . delivers 194 escapement frames per hour vs. 25 by old method at $70,000 annual saving. Here, frames are examined as they come off automatic machine by Harold Tulloch, Ed Brann, process engineering supervisor George H. Colwick and Earl Goslee.

If your product is sold to metalworking, your advertising belongs in

American Machinist / ***Metalworking Manufacturing***

A McGRAW-HILL PUBLICATION • 33 WEST 42nd STREET, NEW YORK 36, N.Y.

WTRF-TV STORY BOARD

A noted big game hunter has been missing for weeks. It is feared that something he disagreed with ate him.
wtrf-TV Wheeling

A midget arrived on the moon, stepped out of the rocket and was welcomed by hundreds of 8 foot blonde chorus girls. He said, "Take me to your ladder, you can take me to your leader later."
wtrf-TV Wheeling

We figure the best way to impress you with our call letters is to have you advertise your products over WTRF-TV . . . the sales results you get will be most impressive for WTRF-TV Wheeling.
Major Market

A frantic woman told the psychiatrist, "I have a problem, doctor . . . it's my son. All day long he makes mud pies and then eats them?"
"That's not so serious," the doctor soothed, "this is a juvenile behavior problem that is not at all uncommon. It occurs in many children and passes quickly."
"Well, I hope you're right. Because I'm tired of it . . . and so is his wife!"
wtrf-TV Wheeling

A man could retire nicely in his old age if he could dispose of his experience for what it cost him.
wtrf-TV Wheeling

Two million people with an annual spendable income over the *two billion dollar* mark comprise the big WTRF-TV Wheeling Market. Ask Hollingbery to tell all.

CHANNEL SEVEN • WHEELING, WEST VIRGINIA

Oster Mfg. Names Kabins

John Oster Mfg. Co., Milwaukee, has appointed Laurence J. Kabins to the new post of director of advertising and sales promotion. Mr. Kabins, who joined the company in 1954, was formerly advertising and sales promotion manager of the portable tool division. Oster manufactures electric housewares, portable tools and barber and beauty instruments.

De Laval Campaign Set

De Laval Separator Co., Poughkeepsie, N. Y., is introducing its new suspended milker with color pages in regional and national farm publications. Marsteller, Rickard, Gebhardt & Reed is the agency.

Kudner Award Goes to Y&R's G. Pat Steel

(Picture on Page 3)

BOCA RATON, April 22—Gerald Pat Steel, who wasn't even assigned to the account, today received the $500 Kudner award for "excellence in creative writing for institutional advertising."

Mr. Steel, a native of Oklahoma, who spent four childhood years in Arkansas but who claims to be a Texan, captured the prize with a 189-word house ad for Young & Rubicam.

"I liked the ad when I wrote it; it said something I really believe about advertising," Mr. Steel said. Nevertheless, winning the second Kudner Foundation competition "came as a surprise.

"I knew [the ad] was entered by Charlie Sweeney, the account supervisor. I told him, 'If this wins, I owe you a lunch at the Four Seasons'—and there goes the $500!"

He wrote the Kudner copy out of annoyance with a television statement by Max Lerner, *New York Post* columnist. Mr. Lerner contended that advertising sells people things they don't need. "My point," said Mr. Steel, "is that if you quarrel with advertising, that it sells shouldn't be one of your criticisms."

■ Pat Steel, who stands 5'7" in fire-engine red socks ("I always wear red socks, it's rough making decisions so early in the morning"), got into copywriting because he had "great interest in radio as a kid."

Born in 1920 in Oklahoma City, he wound up in Texas at the age of 7, after a three-year interlude in Arkansas. Radio was "in its heyday" when he went to high school and to Texas Christian University. He worked on school programs, and when he left TCU he went looking for a job with the Texas State Network, in Fort Worth.

When World War II came along he went to England with the Air Force for two years, and later to Dakar, in West Africa. Here he had "a weird and wonderful job—handling the radio station which fed programs to the base and having charge of the group of natives who cleaned up the officers' club." The natives—Sengalese—who average 6' tall, or more, called the smallish Pat Steel their "pickaninny sergeant."

■ One of the Sengalese gave Mr. Steel a native charm called a gitigiti, described as "plenty good luck for everything." Mr. Steel said, "I got sent home to the States on the wrong orders, so maybe there was something to it." Much later, he gave the charm—which carried a cowrie shell, a fertility symbol, on it—to a niece. "She got married and had four kids in something like five years, so I wrote and told her, 'For God's sake, destroy it!'"

G. Pat Steel

After the war, Pat Steel (his mother had tagged the unused Gerald in front of his name just so he could boast two initials) went to work as a $45-a-week copywriter for KPLT, in Paris, Texas. He learned to write commercials, "doing about 16 pieces of copy a day."

When the idea of "moving from one Paris to another" with his bride palled, Pat Steel decided to move to New York.

■ "I thought my best chance in New York was as a radio producer, the guy who keeps the actors sober when he's not keeping a stopwatch on them." He was hired by NBC—as a copywriter.

Mr. Steel remembers that he had no real writing samples, no elaborate scrapbook. He did have an "old envelope in which there were six or seven promotional ads for radio stations." These measured about one column by 4" each. "This approach was so unusual, I think it got me the job. The ads were kind of funny, so I suppose they showed I could write," he said.

In more than six years with NBC, Mr. Steel did a lot of print ads aimed at advertisers and agencies. At the end he was advertising manager of the tv network. That was his title when he moved to Grey Advertising as supervisor on the NBC account. But "I quit after three months—the contact supervisor and I didn't see eye to eye."

After an interlude with Mutual, Pat wound up with Young & Rubicam, where he was hired by Jack Rosebrook. Now he's doing copy on Sanforized, Manufacturers Trust, GE television receivers, Time Inc. and Dictaphone. He supervises the latter.

■ For Mr. Steel, the Kudner Award is the second thing he's won in his life. The other was "a third prize of $25 for a painting of mine called 'The White Horse,' a kind of romantic-realistic picture." The $25 represented "the only money I ever made out of my painting." #

X Labs Appoints Agency

Roland-Bodee Advertising, New York, has been appointed to handle advertising for X Laboratories Inc., New York, chemical manufacturer for the heating, plumbing and automotive industries. Picard Advertising is the previous agency.

Royal Dru Names Agency

Royal Dru Inc. has appointed Hoag & Provandie, Boston, to handle its advertising. The company is a subsidiary of the Dutch company of the same name, manufacturer of Royal Dru oven-to-table ware.

INTRODUCING...
The new WTCN Gopher Twins. They'll Bring you Exciting News of WTCN in the months ahead.

Watch for the WTCN gopher twins... call your Katz man for availabilities in the Twin Cities on WTCN radio and television.

TWIN CITIES
wtcn TELEVISION AND RADIO
ABC STATIONS FOR MINNEAPOLIS · ST. PAUL
Represented Nationally by the KATZ Agency

More to it than meets the eye

THE "business end" of an iceberg, as you know, is beneath the surface. In much the same way, the business end of LIFE EN ESPAÑOL is hidden to the casual eye.

For A.B.C. circulation figures—on which advertising rates are based—are only about one-eighth as big as the audience LIFE EN ESPAÑOL delivers every issue.

The size and purchasing power of its audience were documented in a study of the accumulative audience of LIFE EN ESPAÑOL just completed by International Research Associates in Mexico. Here are some of the beneath-the-surface facts on the extent and quality of LIFE EN ESPAÑOL's audience:

LIFE EN ESPAÑOL reaches an average of 7.7 readers per copy. (At current circulation levels, that's over 1,000,000 readers per issue in Mexico.)

The cumulative audience of LIFE EN ESPAÑOL mounts rapidly. While any single issue reaches 15.8% of the surveyed population—any 5 issues reach 28.6% of the population.

LIFE EN ESPAÑOL reaches high-income people: 1 issue reaches 41% of the people in Mexico who earn 5,000 pesos a month or more—5 issues reach 63%.

LIFE EN ESPAÑOL reaches the well-educated: 1 issue reaches 41% of the Mexicans who attended college—5 issues reach 67%.

LIFE EN ESPAÑOL reaches big purchasers: 1 issue is read by 36% of the car owners in Mexico—5 issues reach 57%.

And much more. 100 pages of tables full of valuable new data on ownership and use of consumer durables and non-durables in Mexico—full of good reasons for you to make sure that LIFE EN ESPAÑOL bulks large in your advertising plans for Latin America. If you would like more information about the results of the study, call on your LIFE EN ESPAÑOL representative or write: Advertising Director, LIFE EN ESPAÑOL, Rockefeller Center, New York 20, N.Y.

LIFE
EN ESPAÑOL

Stanton Tells AMA How B&B Uses Research in 'Sell Message' Strategy

Compton's Anderson Stresses Right Mix of Research, Creative

NEW YORK, April 19—Executives of two agencies—Benton & Bowles and Compton Advertising—gave a rundown yesterday on how research is used in the strategic planning of their respective agencies.

Speaking before a workshop session of the American Marketing Assn. here, Frank Stanton, associate research director of Benton & Bowles, and Dale Anderson, vp at Compton, gave divergent opinions on the use of research.

Mr. Stanton, the research man, led off the session with a description of the role research plays in his own agency's strategy. Because of Benton & Bowles' policy of periodically reviewing the "basic selling message" of each product handled, he said, the agency's account groups "tend to rely rather heavily on researchers to justify their positions." This "makes for a very happy situation from the researcher standpoint," he said.

■ In a talk heavily larded with technical terminology, Mr. Stanton said B&B considers consumers in terms of three factors, "motivation, cognition and learning."

By "systematic consideration" of these factors an agency can detect what the basic selling message of a particular product should be, he said.

Motivation, for example, arises "out of tension systems which create a state of disequilibrium for the individual," Mr. Stanton said. This disequilibrium, he continued, "triggers a sequence of psychological events directed toward the selection of a goal which the individual anticipates will bring release from the tensions.

"Knowing the specific nature of these needs obviously allows the advertiser to better position his product as the one most likely to relieve these tension systems," Mr. Stanton said.

■ From motivation Mr. Stanton moved into the area of "cognitive activities." These he explained as involving the "ego and super-ego" concept, or processes of perception, memory, judgment and thinking. The ego, Mr. Stanton explained, "attempts to integrate the needs on the one hand and the conditions of the external world on the other in such manner that needs can be satisfied without danger or harm to the individual."

Benton & Bowles, he continued, applied this theory in working up the selling message for Parliament cigarets.

"It occurred to us that the cancer scare had probably brought cigaret purchasing squarely under the influence of the ego," Mr. Stanton said. "It seemed to us that the publicity given this matter had increased greatly the degree of cognitive activity involved in cigaret buying and that this increase in cognitive activity had probably caused the heavy switch to filters.

"The heightened cognitive activity, we hypothesized, would make consumers more accessible to appeals to reason and rational claims involving cigaret filtration. Our research showed this to be the case, and thus was born the 'most important quarter inch' campaign."

■ Application of these various psychological principles, Mr. Stanton said, was helpful also in putting together campaigns for other Benton & Bowles clients. By using the concept of super-ego, which he described as involving the "ego-ideal and conscience," the agency discovered that women have "guilt feelings" about using electric shavers.

"We found that guilt feelings were the major single impediment to purchase," he continued. "These findings have not been acted upon yet, so I'm not free to divulge the nature of these guilt feelings. The point I wish to make is simply the importance of considering the super-ego when looking for a selling message. When we began this research project there were so many more obvious factors which seemed to be impeding sales, that no one of us would have been willing to single out the super-ego as the major culprit."

In his conclusion, Mr. Stanton said his agency's research team places "primary emphasis on a systematic consideration of the factors affecting consumer behavior, and relegates research techniques to a secondary scale. This does not mean we are unconcerned with improvements in techniques," he added. "We clearly recognize our obligation to consistently work toward improvement of existing techniques and development of new ones."

■ Mr. Anderson, who is account supervisor on Procter & Gamble at Compton, opened his talk with a mild swipe at research.

"I know of very few cases where research alone was able to prove whether or not the campaign was based on the right selling ideas. Research findings, no matter how favorable, are not a substitute for the ring of the cash register," he said.

"I'll grant you that a good research man working with a good creative man can make a formidable team," Mr. Anderson continued, "but that research man hasn't the techniques available to him to be able to insure that the creative man's ideas are the best ideas for us to use.

"Unless the research man has a genuine understanding and respect for the limitations of his techniques, the chances are he'll do little more than inhibit the creative man.

"Research could contribute more than it often does," Mr. Anderson said, "if more researchers could clearly interpret and articulate their findings, especially for crea-

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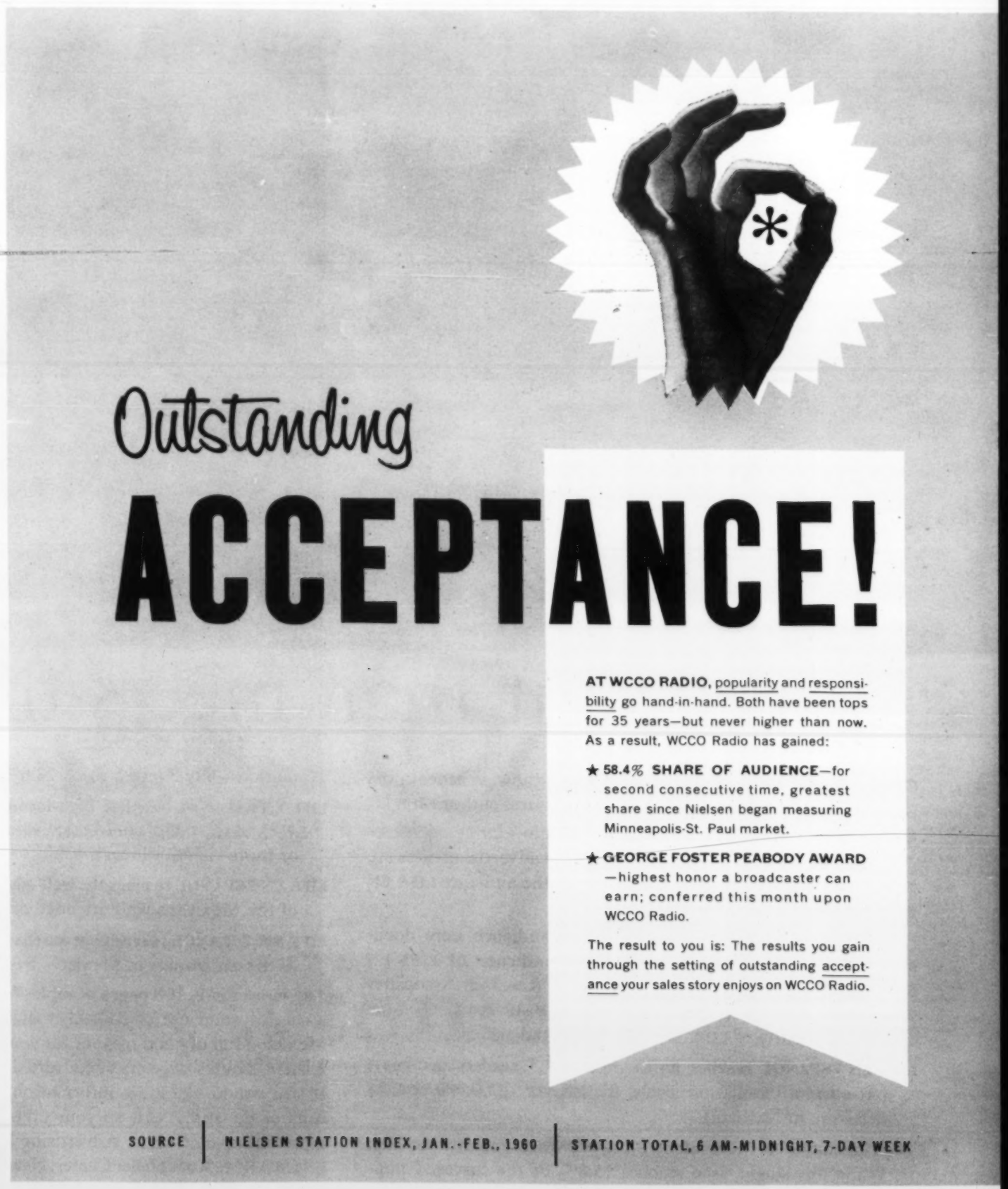
Outstanding
ACCEPTANCE!
AT WCCO RADIO, popularity and responsibility go hand-in-hand. Both have been tops for 35 years—but never higher than now. As a result, WCCO Radio has gained:
★ 58.4% SHARE OF AUDIENCE—for second consecutive time, greatest share since Nielsen began measuring Minneapolis-St. Paul market.
★ GEORGE FOSTER PEABODY AWARD—highest honor a broadcaster can earn; conferred this month upon WCCO Radio.
The result to you is: The results you gain through the setting of outstanding acceptance your sales story enjoys on WCCO Radio.
SOURCE | NIELSEN STATION INDEX, JAN.-FEB., 1960 | STATION TOTAL, 6 AM-MIDNIGHT, 7-DAY WEEK

tive people. And I think, too, that what advertising needs is a lot more creative thinking on the part of its researchers. Fortunately there seems to be a good deal of progress in that direction.

■ "But while good research can make important contributions to creative development," Mr. Anderson continued, "it can't replace sound creative judgment in the development and execution of a campaign.

"We are all aware that there have been successful ad campaigns that resulted from almost literal translations of consumer research findings," he said. "Other, and equally successful, campaigns have stemmed entirely from the brain of a single creative genius. But the great majority of campaigns, of course, have sprung from somewhere in between these two extremes—from blending creative genius with marketing information."

Mr. Anderson said that at Compton, a "compelling sales proposition" for a brand's advertising is worked up through a ten-point program.

This includes an initial assessment of the product's technical and performance characteristics, runs through blind product tests, depth interviews and other market research studies, and winds up with various copy testing procedures. The agency places heavy emphasis throughout pre-campaign stages, he said, on various research tools developed by the agency, such as Compton's sales message index and sales message development techniques. #

Adclub Honors Bolander

Margaret P. Bolander, advertising manager of West Penn Power Co., Pittsburgh, has been named Advertising Woman of the Year by the Pittsburgh Advertising Club. She has spent her entire ad career with the company and has been ad manager since 1951, assisting in the development and editing of the company's publication, "Homemaking Today."

Sample Inc. Names Melrod

William A. Melrod, who resigned from Sample Inc., Buffalo, in 1951 as advertising director and established the William A. Melrod Advertising Agency there, has been appointed vp in charge of sales promotion of Sample, which operates a chain of five specialty stores in the Buffalo area.

Logan-Phillips Buys Magazine

Logan-Phillips Publications Inc., Los Angeles, has announced its purchase of *Western Fabrics Curtains & Draperies* from Neitzel Publishing Co., effective with the May issue. E. C. Neitzel is joining Logan-Phillips as ad manager for the publication, as well as for *Western Furniture Manufacturing*.

Actually dissolves tobacco tars from mouth and throat

OUTDOOR FIRST—*This is one of the posters being used by Smith Bros. to plug its new mint flavored smoker's drops in Michigan, Minnesota, Ohio and Wisconsin markets. The outdoor campaign, the first for the company, was prepared by Kastor, Hilton, Chesley, Clifford & Atherton. It began in March and will continue through the spring.*

Lakeside Names Vern Bowen

Vernon B. Bowen has been appointed sales promotion manager of Lakeside Laboratories, Milwaukee ethical drug manufacturer. Prior to joining Lakeside, now a subsidiary of Colgate-Palmolive Co., Mr. Bowen was creative director of Ball Advertising, Evansville, Ind.

Muffatti Joins Terrytoons

Stephen Muffatti, formerly a director at Felix the Cat Studios, motion picture film producer, has been named to the new post of director of commercials at Terrytoons, a division of CBS Films, New York, tv film producer and distributor.

Senesac Joins Gerrard

Joseph E. Senesac Jr. has been named manager of advertising and sales promotion of A. J. Gerrard & Co., Des Plaines, Ill., manufacturer of steel strapping and equipment. He formerly was sales promotion manager of the electronics division of Admiral Corp., Chicago.

Raytheon Promotes Buyer

Alfred S. Buyer has been promoted to advertising and sales promotion manager of Raytheon's Microwave cooking department in Waltham, Mass. He has been an area sales representative for Radarange Microwave ovens.

58.4%

SHARE OF AUDIENCE

WCCO Radio delivers 40% more listeners than all other Minneapolis-St. Paul stations combined!

PEABODY AWARD

Presented to WCCO Radio for meritorious Public Service.

WCCO RADIO

Minneapolis • St. Paul

NORTHWEST'S ONLY 50,000-WATT 1-A CLEAR CHANNEL STATION | REPRESENTED BY CBS RADIO SPOT SALES

HANSON

NU-NICKEL

ELECTROS

Here's nickel-sulfamate electrotyping at its best . . . a finer grain deposit of nickel . . . more halftone detail . . . a harder, longer wearing surface. You've got nothing to lose—and a lot to gain—by putting a Hanson Nu-Nickel Electro on press and testing it for printing quality and durability under your own conditions. Phone or write for more information.

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One of America's Most Complete Graphic Arts Organizations
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CHANCE?...

OR CHOICE!

SELECT THE MEDIUM THAT DELIVERS THE MARKET WITH A PROFITABLE DIFFERENCE

Want to put your money on winning numbers? Do it where the play is for your profit—in magazines... where you're sure of the circulation, sure of the size of your market, and sure of your audience's quality. No need for crossed fingers here:

Households with heavier exposure to magazines spend $18 million more a year for dentifrices than households with heavier exposure to television... over $650 million more a year on new automobiles... do 9 billion more miles of pleasure travel!

These are just a few of the actual facts and figures that tell you why magazines mean a Profitable Difference to advertisers of virtually all kinds of products and services. Ask any magazine salesman, or write MAB, for the new 280 page, "A Study of the Magazine Market." Magazine Advertising Bureau of MPA, 444 Madison Ave., New York 22, N.Y.

MAGAZINES...FOR THE PROFITABLE DIFFERENCE

NONCHALANCE—*Station attendant tries to appear unconcerned about four-footed actor crossing behind him.*

New Peril for Admen—Real Tigrrrr . . .

Oklahoma Takes Tiger by Tail to Put It in Tank

Marketer Strives for Authenticity in TV Ads for Baseball Season

Scene: A commission hearing room. Time: An unspecified number of months from now.

Commissioner enters and makes his opening statement:

"As should be well known, the commission for some time has held the position that it is against the public interest to use devices, techniques and tricks in tv commercials. We expect that what is seen by viewers over our free air is exactly what it is purported to be. Realism is paramount.

"Hence this hearing to cite the Oklahoma Oil Co. for its trickery in its palpably falsified commercials which purport to include a real tiger, as indicated by this exhibit of still pictures from these commercials."

Walter Kadi, advertising manager of Oklahoma: "Mr. Commissioner, that is a real tiger!"

HAPPY?—*Tiger dons sincere look.*

Commissioner: "It is difficult indeed to believe it would be possible to film a commercial with both people and a tiger not under visible restraint. And, in fact, why should anyone want a real tiger in a commercial?"

Mr. Kadi: "Sir, if I may explain. Last year, we introduced a series of animated commercials featuring a company spokesman, 'Hector,' in which reference was made to Oklahoma gasoline putting a 'tiger in your tank.' The tiger was never visible, except that once his tail could be seen hanging from a tank truck. Another time, his glowing eyes could be seen, and in another instance his roar could be heard.

"This went over very well, Mr. Commissioner.

"So then we renovated an old radio commercial, using that same 'tiger in your tank' idea. Sales have been very good; the public has picked up the expression.

"So we decided to go all the way and actually use a real tiger in our commercials in conjunction with telecasts of the Chicago White Sox and Cubs games (and, in Indianapolis, the CBS and NBC 'Game of the Week') this baseball season."

Commissioner: "That explains the tiger, But how can you prove it is real?"

Mr. Kadi: "Well, Don Zabel, producer for Needham, Louis & Brorby, our agency, could verify it. Or how about somebody from Fred Niles Productions, which made it?"

Commissioner: "I consider them interested parties, and not without bias."

Mr. Kadi: "How about Hal Smith, the agency vp for pr, who is a reputable person?"

Commissioner: "A reputable pr man? Hah!"

Mr. Kadi: "How about Phil Seitz, of Advertising Age? He saw us shooting on the Samuel Goldwyn lot in Hollywood."

Commissioner: "Let's hear what Seitz has to say."

Mr. Seitz: "It sure looked like a real tiger to me. All I can say is that when she got close, I quickly increased the distance between us. When she growled and bared her teeth, I distinctly felt nervous tremors, which I identified as mine. If those teeth weren't real, at least they looked solid.

"So while I did not make whatever tests may be necessary to identify a tiger with absolute certainty, I would accept the tiger seen in the commercials which form your exhibit as being real."

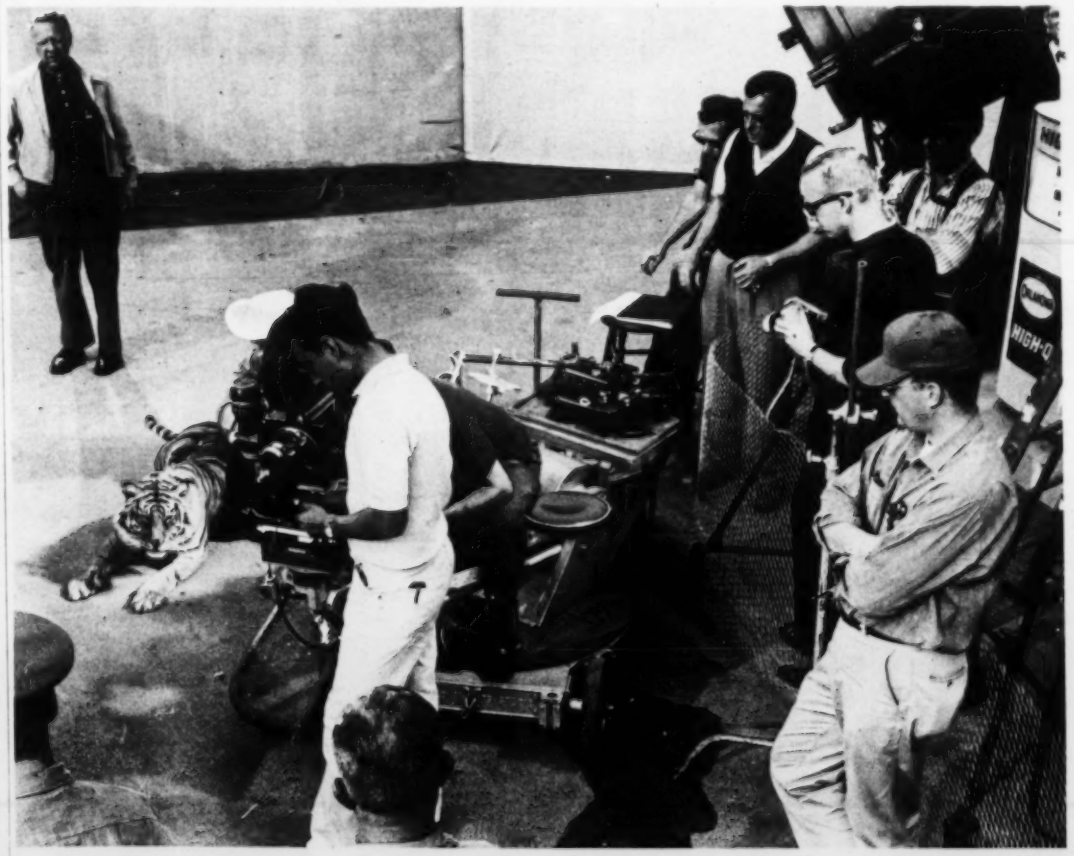
Commissioner: "'I still can't understand why anyone would want a real tiger in a commercial." #

TANKFUL—*Satan adopts tv stance.*

HUDDLE—*Gas station attendant and 300-lb. fellow actor discuss the next pose in Oklahoma's tv commercial shooting.*

UNABASHED—*Oklahoma's ad manager, Walter Kadi (right), appears at ease as Satan is urged to pose by his trainer, Mel Koontz.*

PROBLEM—*Tiger ponders how to get through small gas tank opening.*



INACTION—*Harry Lange, of Niles Productions, stands at left; other Niles and NL&B men keep distance.*

CONCENTRATION AND COVERAGE

Based on latest available published figures (issues of Newsweek 3/23/59, U. S. News 3/28/58, TIME 3/23/59).

TIME delivers the same big and selective audience in leading residential communities such as these, all across the U.S.: Ardmore, Pennsylvania • Scarsdale, New York • Wauwatosa, Wisconsin • Glencoe, Illinois • Summit, New Jersey • Brookline, Massachusetts • Bronxville, New York • Kenilworth, Illinois • Milton, Massachusetts • San Marino, California • Maplewood, New Jersey.

What's selectivity if not the art of reaching your truly prime prospects — and isn't this the best kind of investment an advertiser can make? ■ And what's the best way to do just that if not in magazines that concentrate their circulation in the best marketing areas — in media that offer effective coverage of the very people you want to reach and sell? ■ And what selective magazine offers you the best coverage of these best markets if not TIME, The Weekly Newsmagazine? For TIME offers you the greatest concentrated audience of informed and influential families in America today. Every week you'll find them reading and responding to TIME — which is where, we submit, they can most readily find out about you. ■ TIME's U. S. circulation is now 2,450,000, and that circulation is concentrated where it counts — reaching the active, successful executive and professional families of America. For instance (and four examples are listed here) TIME concentrates more of its circulation in 166 leading residential suburban communities than does any other major medium. ■ This is TIME — the magazine executive and professional families buy and read and respond to. Concentration and coverage of the first families you want to reach and sell.

THAT'S

TIME

2 SEPARATE NEWSPAPERS
1 LOW RATE BUYS BOTH
NOW BUY A KING SIZE MARKET
OVER ONE BILLION DOLLARS
Effective buying income.
The El Paso Times
Morning and Sunday
El Paso Herald-Post
Evening
104,020 CIRCULATION
EL PASO . . . CAPITAL CITY OF THE FABULOUS SOUTHWEST

Fairchild Editorial Series Dissects Abuses of Co-Op Ads in Retail Field

NEW YORK, April 19—The recent rise of cooperative advertising in the retail department store field, and its attendant evils, is traced in an eight-part series of articles by Kenneth Collins, Fairchild Publications Inc. columnist.

Mr. Collins strongly condemned vendor-paid ads from the point of view of the retailer, the manufacturer and the customer, and said the practice is growing both bigger and more troublesome. "The whole sordid business has got completely out of hand," he asserted.

"Today, in the average large department or specialty store, 30% to 40% of all advertising is paid for by vendors. Twenty-five years ago the figure was 5% to 10%."

■ In many trade circles it is generally believed that "by the end of the current year, certain dominant stores will obtain fully one-half of all their advertising money from vendors," he continued.

The author quoted from a letter received last winter from "a highly respected and nationally known retailer," as follows:

"Nowhere in the sorry picture of modern-day America is there a more depressing and frightening example of our moral breakdown than in this widespread dependence on vendor-paid ads. They are, to my mind, an absolute cancer in the industry today.

■ "Traditionally, there are normal costs of doing business. Markup and volume are supposed to take care of these. Advertising is one of these costs. Stores don't go around asking a vendor to pay for their remodeling, or for the electric light they use, or for their deliveries. Why, then, ask (or force) a vendor to pay for ads?

"Just for fun (or to raise your blood pressure), go through any Sunday's ads in any American city—but most particularly in New York—and circle the 'pay-off' words that betray the covert, illegal and stupid vendor-paid deals. These are not the names of nationally famous designers, nor of companies well known to the public. They serve no purpose in the ads; the public never heard of them and doesn't give a damn about them. They are there simply to carry out the store's part of the 'deal'—'you pay for the ad and we'll mention your name'," the correspondent wrote.

■ By and large, manufacturers and retailers both agree that the bulk of advertising allowances are passed along to the customer in the form of increased prices, Mr. Collins said. Frequently, he added, the customer subsidizes the advertising twice because the manufacturer includes the ad allowance in his price to the store and the store's conventional markup normally includes a provision for advertising, a second time. "In the prosaic old days we made our profits exclusively out of the sale of merchandise. But nowadays, there are profits to be made out of the sale of advertising allowances as well."

Generally, manufacturers go along with advertising allowances under duress, and many of them would like to drop the practice.

■ "What chance is there for the average manufacturer, freely and honestly, to express his opinion? With at least nine out of ten of his best customers lining him up against a wall and demanding more and more advertising 'cooperation' what is he expected to do? Commit commercial suicide by calling the whole thing a racket? How many heroes do you know?"

Mr. Collins warned against being deceived by the fact that manufacturer resentment is so seldom seen in print, conceding that "in truth, much of the initial impetus came from them for they were hell-bent on seeing their names in print," he added, but "now that they have found out better, many of them want to call the whole thing off."

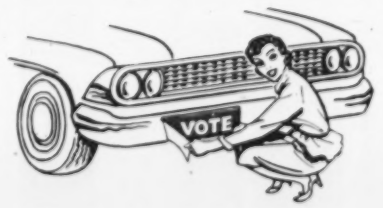
■ In the fifth article of the series, Mr. Collins writes: "High on the list of embarrassing questions you might ask of any merchant is to name the amount of advertising money he is receiving from vendors," because, "for some part of that total he is skating on thin ice" with regard to violations of

kleen-stik® FLEX-STIK "B"

Easiest-to-Apply... Easiest-to-Remove Bumper Strip

Rubber-Impregnated Pressure-Sensitive Stock

There's a big harvest of profitable business in Bumper Strips. Every car is a potential carrier . . . every business a prospective user. To help your customers' Bumper Strips make *friends* while they make sales, use self-sticking Flex-Stik "B"—the top-quality stock that prints equally well by letterpress, offset, or silk screen. Rubber-saturated for *extra flexibility*—sticks tight to curved bumper surfaces through rain, wind, heat, or cold . . . yet peels off quick and clean.

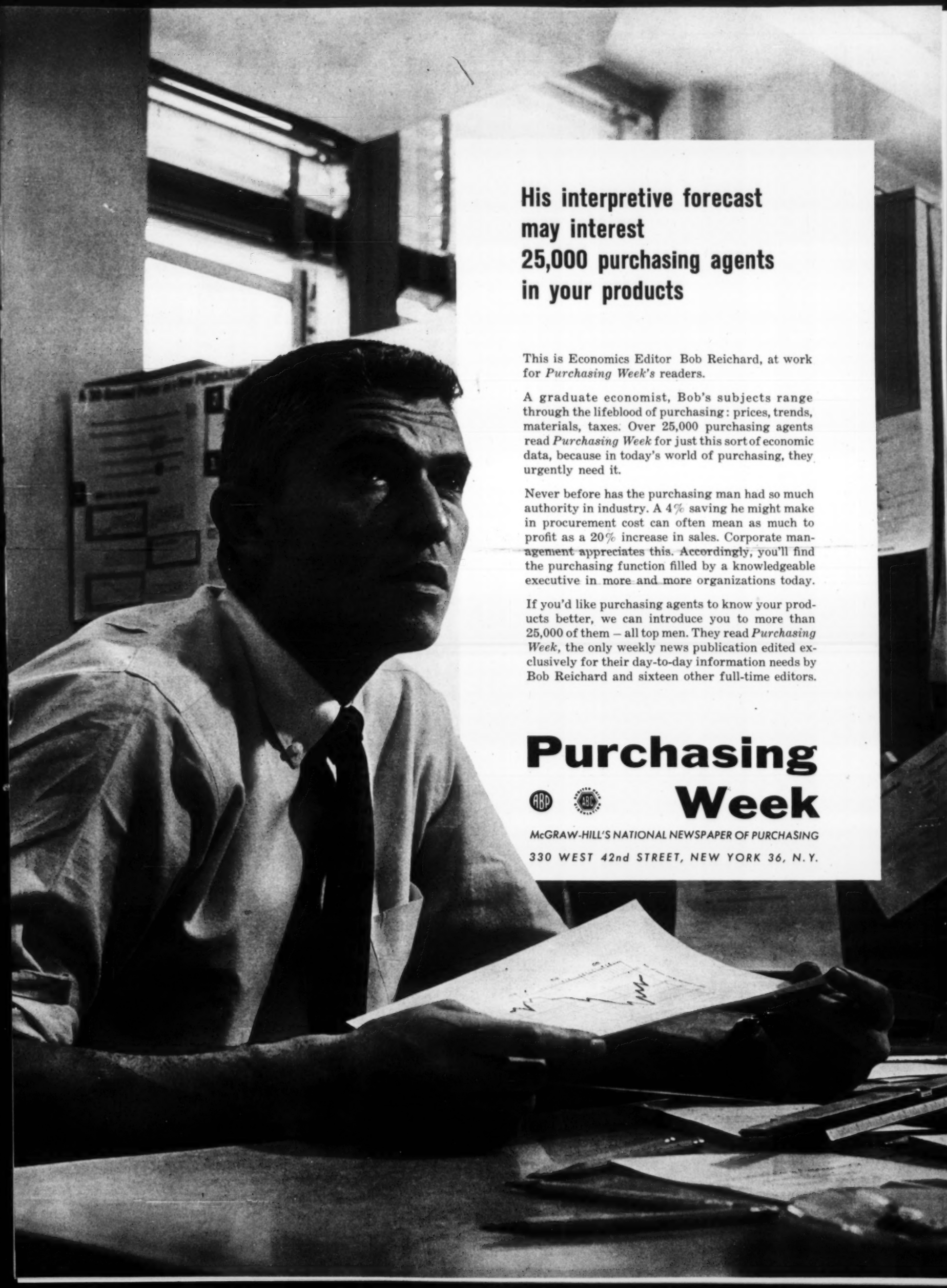


Quick, Clean, One-Piece Removal

Investigate your growing profit market in Flex-Stik Bumper Strips today—write today for samples, prices, information.

kleen-stik® PRODUCTS, INC.
7300 W. Wilson Ave. • Chicago 31, Ill.
Plants in Chicago, Newark, Los Angeles, and Toronto, Canada

OVER 25 YEARS OF PRESSURE-SENSITIVE LEADERSHIP!



His interpretive forecast may interest 25,000 purchasing agents in your products

This is Economics Editor Bob Reichard, at work for *Purchasing Week's* readers.

A graduate economist, Bob's subjects range through the lifeblood of purchasing: prices, trends, materials, taxes. Over 25,000 purchasing agents read *Purchasing Week* for just this sort of economic data, because in today's world of purchasing, they urgently need it.

Never before has the purchasing man had so much authority in industry. A 4% saving he might make in procurement cost can often mean as much to profit as a 20% increase in sales. Corporate management appreciates this. Accordingly, you'll find the purchasing function filled by a knowledgeable executive in more and more organizations today.

If you'd like purchasing agents to know your products better, we can introduce you to more than 25,000 of them – all top men. They read *Purchasing Week*, the only weekly news publication edited exclusively for their day-to-day information needs by Bob Reichard and sixteen other full-time editors.

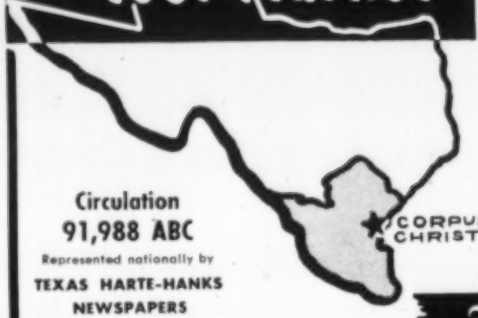
Purchasing Week

ABP ABC

McGRAW-HILL'S NATIONAL NEWSPAPER OF PURCHASING

330 WEST 42nd STREET, NEW YORK 36, N.Y.

Tip of Texas Test Market



Circulation
91,988 ABC
Represented nationally by
TEXAS HARTE-HANKS NEWSPAPERS
National City Bldg., Dallas
New York Atlanta Chicago

Depend on us to deliver

in the big rich
Tip of Texas

The Caller-Times goes straight to the heart of this rich 23-county market with over 95% of its circulation concentrated in the Tip of Texas. We deliver your advertising to 36% of the homes in the market, 77% in our 11-county retail zone. Write for data.

The Corpus Christi Caller-Times

Fairchild Editorial Series

the Robinson-Patman Act.

Mr. Collins refered to an E. B. Weiss article in ADVERTISING AGE in June, 1959, in which the AA columnist wrote, "It is not improbable that some 400 giant retailers will receive in 1959 a total of some $500,000,000 in cooperative advertising allowances."

Although not certain he and Mr. Weiss are "dealing with the same basic figures," Mr. Collins continued, "Assuming that total department and specialty store sales are in the neighborhood of $25 billion, and that average publicity expenditures represent about 4% of volume, I should not presume the vendor contributions to the larger stores to be currently in excess of $350,000,000 per annum."

■ Both retailers and manufacturers "started down this devious road together; it was to have been a mutually advantageous (though possibly slightly illegal) partnership. But by now the partners have become suspicious of each other. The retailers are convinced that most wholesale prices include a sum for advertising allowances; the manufacturers claim this is not so. It is this dispute which is at the core of so much present controversy."

The articles also delve into ways in which advertising allowances are diverted into catalogs, store mailings, buying office recommendations and other areas.

The estimates of money diverted to store catalogs range from $10,000,000 annually to one so high it is "ridiculous" to name it, Mr. Collins wrote.

■ He also went into the business ethics of "internal loading" charges—a scheme roughly ten years old by which the manufacturer makes a "modest contribution" toward the running of the retailer advertising department.

"The 'modest contribution' mounted and mounted until, according to Mr. Weiss, the major stores of the country made a profit of approximately $50,000,000 on the advertising bills they submitted to their suppliers in the year 1959."

Statistically speaking, Mr. Collins said, cooperative advertising is inefficient.

"The sorry and not unexpected truth is that the vendor-paid ads are frequently a complete bust and are rarely as productive as those run by the store out of its hard-earned money.

■ "Out of a veritable blizzard of arguments against these so-called free vendor-paid ads, let me select the two which seem most cogent:

"**1.** Vendor-paid ads usually represent merchandise which lacks something in value.

"**2.** Vendor-paid ads, even when the merchandise is of top value, are seldom well-written.

"Much of current retail advertising is sparklingly good but when it is at its best it is always in those areas as yet untouched by what has so often been called the vendor-paid racket," Mr. Collins wrote.

■ In the last of the eight articles, Mr. Collins drew a "minor parallel" between the Robinson-Patman Act and the last days of Prohibition.

"Do you know anyone, in or out of Washington, who feels that this law is working? Do you know anyone who is making a serious attempt either to enforce it or to conform strictly to its provisions? If you do, you are aware of some actions which are carefully hidden from most people in the trade."

He added that while "millions" conspired to violate the Volstead Act, they were vocal in their opposition to it while "all is quiet" on the Robinson-Patman front. Robinson-Patman enforcement "would cut out most of this phony advertising allowance nonsense and let everyone get back to the essential business of buying and selling goods," he concluded.

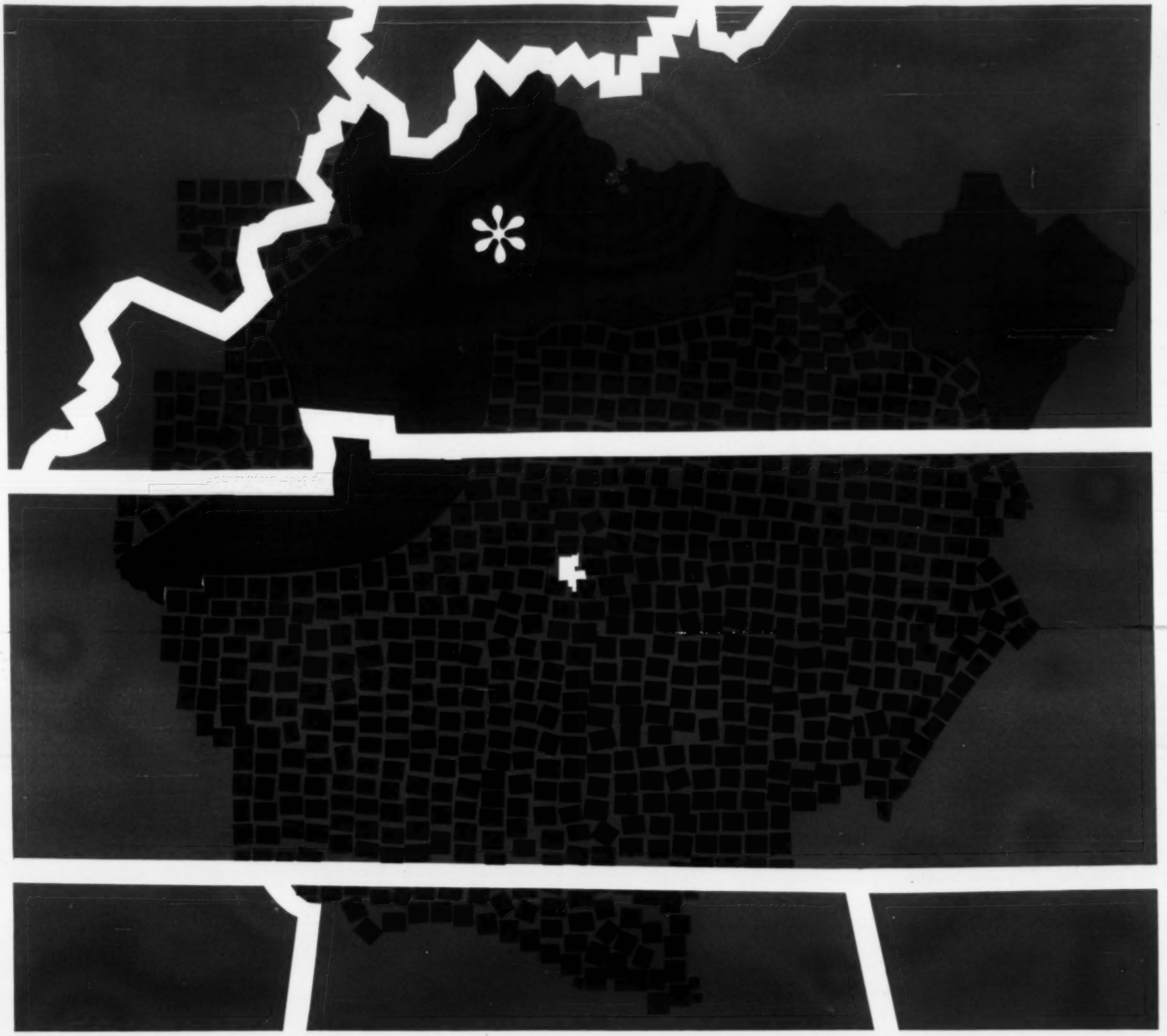
■ The series was published originally in *Women's Wear Daily*, and subsequently ran in *Daily News Record* and *Home Furnishings Daily*. Mr. Collins was exec vp and publicity director of R. H. Macy & Co., supervised advertising and merchandising at Gimbel Bros. and has served with the Kudner Agency, *The New York Times*, Burlington Industries and was publisher of the Paris edition of the *New York Herald Tribune*. #

G&W Electric Appoints Mogge

G&W Electric Specialty Co., Blue Island, Ill., has named Arthur R. Mogge Inc., Chicago, to handle its advertising program.

In Philadelphia nearly everybody reads The Bulletin

The Evening and Sunday Bulletin, Philadelphia
A Member of Million Market Newspapers, Inc.



The best way to reach the rich heart of the Central South? Through its main TV artery: WLAC-TV, covering a 91-county, 4-state area that's pulsing with vast sales potential!

This virtually unduplicated network coverage (proved by NCS #3) and unparalleled local programming maintain WLAC-TV's acknowledged position of leadership. ◉, of course.

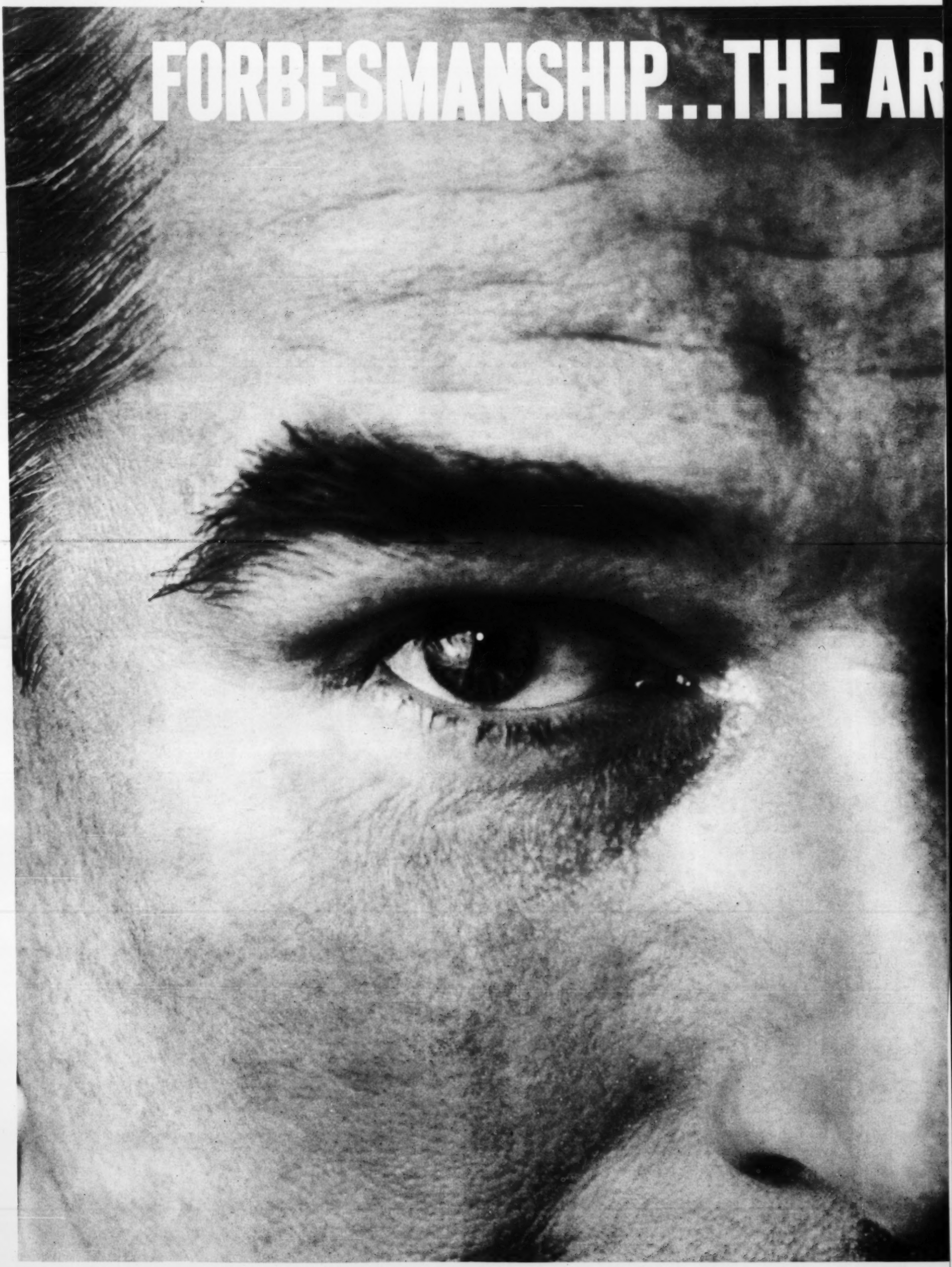
WLAC-TV nashville

the "way" station *to the central south*

Ask any Katz man—he'll show you the way!

Robert M. Reuschle, General Sales Manager

T. B. Baker, Jr., Executive Vice-President and General Manager


FORBESMANSHIP...THE AR

T OF GETTING BIG VISIBILITY

When you advertise to management men you want them to SEE your ad and READ your message. We say Forbes does that job best in the business-management field—and it'll take just three minutes to see for yourself. Make this simple test.

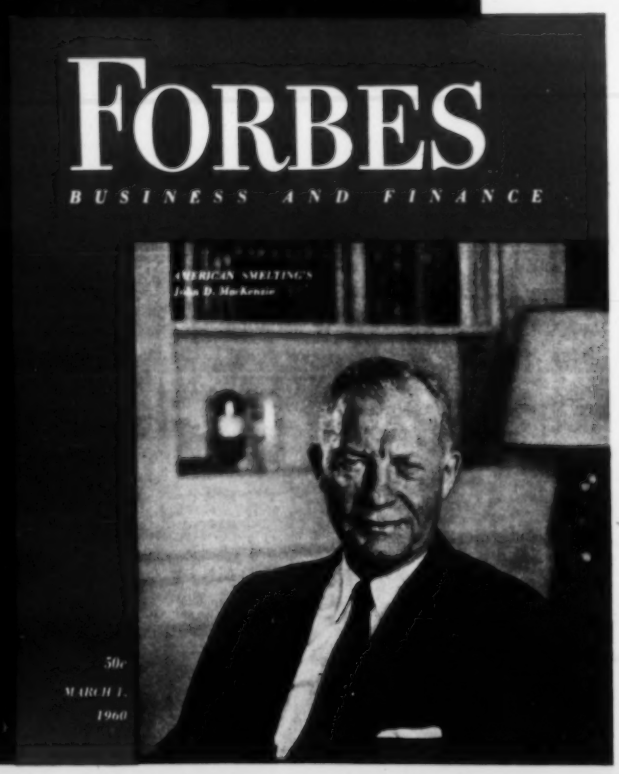
Pick up your copies of Forbes, Fortune and Business Week. Leaf through the pages of each. Notice the proportion of editorial to advertising. Notice the way each ad in Forbes is showcased for greater visibility. End of test.

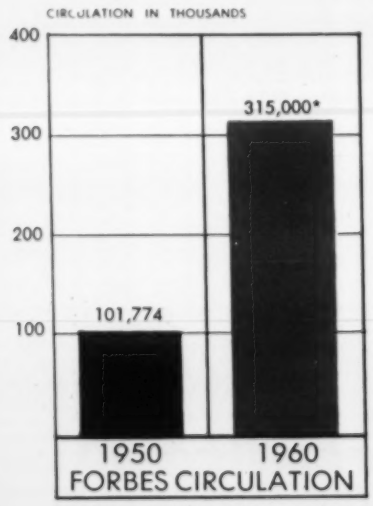
You've been looking at the three major business-management magazines, *and there's less than 10% difference in circulation among them!* Surprised? A lot of agency men are beginning to make the big discovery: Forbes' new July guarantee of 315,000 is less than 5% below Fortune's July rate base of 330,000, and less than 10% below Business Week's 342,000.

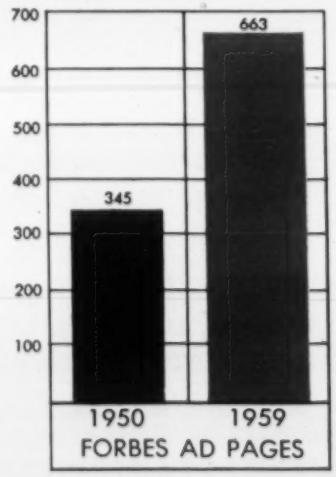
Important men in every industry *read* Forbes. They don't skim through it, they don't wade through it. They pay attention to every page because the business facts they need are edited in crisp, incisive style for men whose time is money. They read Forbes thoroughly, carefully, attentively because every page, every advertisement is of prime interest to them. And that should be of prime interest to you.

Check the ads in Forbes again. Note the big names, the important companies. Why do you think they're in Forbes? Could it be their agencies have spotted the power, the potential, the big market? Could it be you still haven't? Isn't it time you learned all the facts?

Now, add the plus factors of greater attention and visibility and you have the whole picture. Put your clients in it. They'll be thanking you all through the Sixties. For the complete rundown on FORBESMANSHIP . . . the art of selling big business . . . call Pete Rees at OR 5-7500, or your Forbes representative.







*GUARANTEE EFFECTIVE JULY 1

FORBES MAGAZINE • 70 FIFTH AVE. • NEW YORK 11, N. Y.

Forbes Representatives—**Chicago:** 360 No. Michigan Avenue **Cleveland:** 562 Hanna Bldg. **Dallas:** 1416 Commerce Street **Los Angeles:** The Menne Co., 711 S. Vermont Avenue **San Francisco:** The Menne Co., 114 Sansome Street

Nielsen Coupon Boosts Two

The Nielsen Coupon Clearing House, Clinton, Ia., a division of A. C. Nielsen Co., has promoted Norman E. Harden and Bart J. Milano. Mr. Harden, former production manager, is now acting general manager for the clearing house. Mr. Milano, former sales representative, is sales and service manager.

Strauchen & McKim Picks Lohre

Thomas G. Lohre, who joined Strauchen & McKim, Cincinnati agency, in 1951, has been elected a vp. He was formerly senior art director.

Marion Harper Jr. Named Winner of Parlin Award

Marion Harper Jr., president and chairman of McCann-Erickson, has become the first advertising agency executive to win the Charles Coolidge Parlin Memorial Award—highest honor of the American Marketing Assn. The award, established in 1945, is presented annually for outstanding achievement in the field of marketing and marketing research. It is named for Charles Coolidge Parlin, pioneer market researcher.

Marion Harper Jr.

Mr. Harper, as the 16th recipient, will give the annual Parlin Memorial Lecture before the AMA in Philadelphia May 17. Charles G. Mortimer, president of General Foods, was last year's winner. In announcing Mr. Harper's selection, the AMA said "it is universally recognized" that McCann-Erickson's spectacular progress "is largely due" to Mr. Harper's "guiding genius."

WHICH MANAGEMENT ADVERTISING MEDIUM IS BEST FOR YOUR CLIENT?

Phone or write on your letterhead for an unusual cost comparison of *Business Week, Dun's Review, Fortune, Harvard Business Review,* and *Management Methods.* This is the only such comparative analysis of these publications we know. The report is keenly interesting, wholly accurate and unbiased.

MANAGEMENT METHODS 22 W. Putnam Ave. Greenwich, Conn.

Management Magazines, Inc., School Management Magazines, Inc.

Chain STORE Sales

March

	March 1960	March 1959	% Gain or Loss	3 Months 1960	3 Months 1959	% Gain or Loss
FOOD CHAINS						
Colonial Stores	$ 34,407,524	$ 34,532,181	— 0.4	$ 102,069,088	$ 100,465,729	+ 1.6
Grand Union	55,178,258	57,107,850	— 3.4	——	——	——
Jewel Tea	36,592,372	34,526,308	+ 6.0	107,939,976	104,316,573	+ 3.5
National Tea	65,093,037	61,743,519	+ 5.4	192,376,056	185,716,037	+ 3.6
Safeway	186,383,997	176,151,019	+ 5.8	547,732,343	514,860,646	+ 6.4
Group Total	$ 377,655,188	$ 364,060,877	+ 3.7	$ 950,117,463	$ 905,358,985	+ 4.9
MAIL ORDER						
*Sears, Roebuck	301,111,724	293,472,172	+ 2.6	557,833,529	535,954,172	+ 4.1
Spiegel	23,633,201	22,583,010	+ 4.6	45,476,746	44,847,149	+ 1.4
Ward, Montgomery	79,993,466	78,371,427	+ 2.1	162,382,181	159,781,671	+ 1.6
Group Total	$ 404,738,391	$ 394,426,609	+ 2.6	$ 765,692,456	$ 740,582,992	+ 3.4
DRUG CHAINS						
Peoples	6,973,132	6,971,009	——	21,444,806	19,810,337	+ 8.3
[b]Walgreen	24,375,108	23,090,498	+ 5.6	71,286,585	65,636,057	+ 8.6
Group Total	$ 31,348,240	$ 30,061,507	+ 4.3	$ 92,731,391	$ 85,446,391	+ 8.5
VARIETY AND MISCELLANEOUS						
[d]Beck Shoe	5,020,008	6,567,695	—23.6	13,060,749	14,112,493	— 7.5
[c]Bond Stores	4,797,048	6,276,178	—23.6	58,306,135	59,639,510	— 2.2
Butler Bros.	16,422,000	14,716,000	+11.6	44,879,000	40,767,000	+10.1
Edison Bros.	9,700,622	13,062,366	—25.7	24,574,007	26,516,579	— 7.3
Fishman, M. H.	1,025,612	1,109,968	— 7.6	2,830,688	2,662,877	+ 6.3
Gamble-Skogmo Stores	11,625,005	10,442,731	+11.3	29,706,142	28,260,654	+ 5.1
Grant, W. T.	31,898,388	35,461,080	—10.0	84,513,440	82,754,377	+ 2.1
*Hartfield Stores	1,762,226	1,975,335	—10.8	3,129,724	3,218,183	— 2.7
*Interstate Dept. Stores	5,956,798	4,855,891	+22.7	10,851,601	8,266,912	+31.3
Kinney, G. R.	5,921,000	8,405,000	—29.6	15,194,000	16,090,000	— 5.6
Kresge, S. S.	27,758,916	31,861,441	—12.9	77,566,311	79,280,569	— 2.2
Kress, S. H.	10,297,870	12,589,379	—18.2	29,443,109	33,140,978	—11.2
Lane Bryant Inc.	6,969,720	7,181,834	— 3.0	17,863,571	17,623,416	+ 1.4
*Lerner Stores	12,427,806	18,094,033	—31.3	22,132,516	27,684,199	—20.1
*Mangel Stores	4,271,789	4,783,431	—10.7	6,565,320	6,903,891	— 4.9
McCrory-McLellan Stores	11,156,991	14,342,821	—22.2	31,333,892	35,051,314	—10.6
Melville Shoe	12,536,875	16,132,068	—22.3	29,852,278	31,137,480	— 4.1
[c]Miller-Wohl Co.	3,042,311	4,156,584	—26.8	28,626,978	28,475,737	+ 0.5
Murphy, G. C.	15,653,387	17,234,582	— 9.0	43,869,127	42,842,542	+ 2.0
National Shirt Shops	1,174,387	1,573,512	—25.4	3,252,661	3,758,650	—13.5
Neisner Bros.	5,006,891	5,476,507	— 8.6	13,637,643	13,296,376	+ 2.5
*Penney, J. C.	92,865,696	100,109,725	— 7.2	166,530,437	173,072,339	— 3.8
Sterchi Bros.	1,004,562	1,054,947	— 4.8	——	——	——
Western Auto	19,991,000	17,918,000	+11.6	55,512,000	50,391,000	+10.2
White Stores	3,997,770	3,390,673	+17.9	10,910,966	10,382,254	+ 5.1
Woolworth, F. W.	66,959,068	73,475,675	— 8.9	188,218,937	182,492,556	+ 3.1
Group Total	$ 389,243,746	$ 432,247,456	—10.0	$1,012,361,232	$ 997,821,886	+ 1.5
Combined Total	$1,202,985,565	$1,220,796,449	— 1.5	$2,820,902,542	$2,729,210,254	+ 3.4

[a]2 Months. [b]6 Months. [c]8 Months. [d]10 Months.

Quaker Oats Promotes Strecker

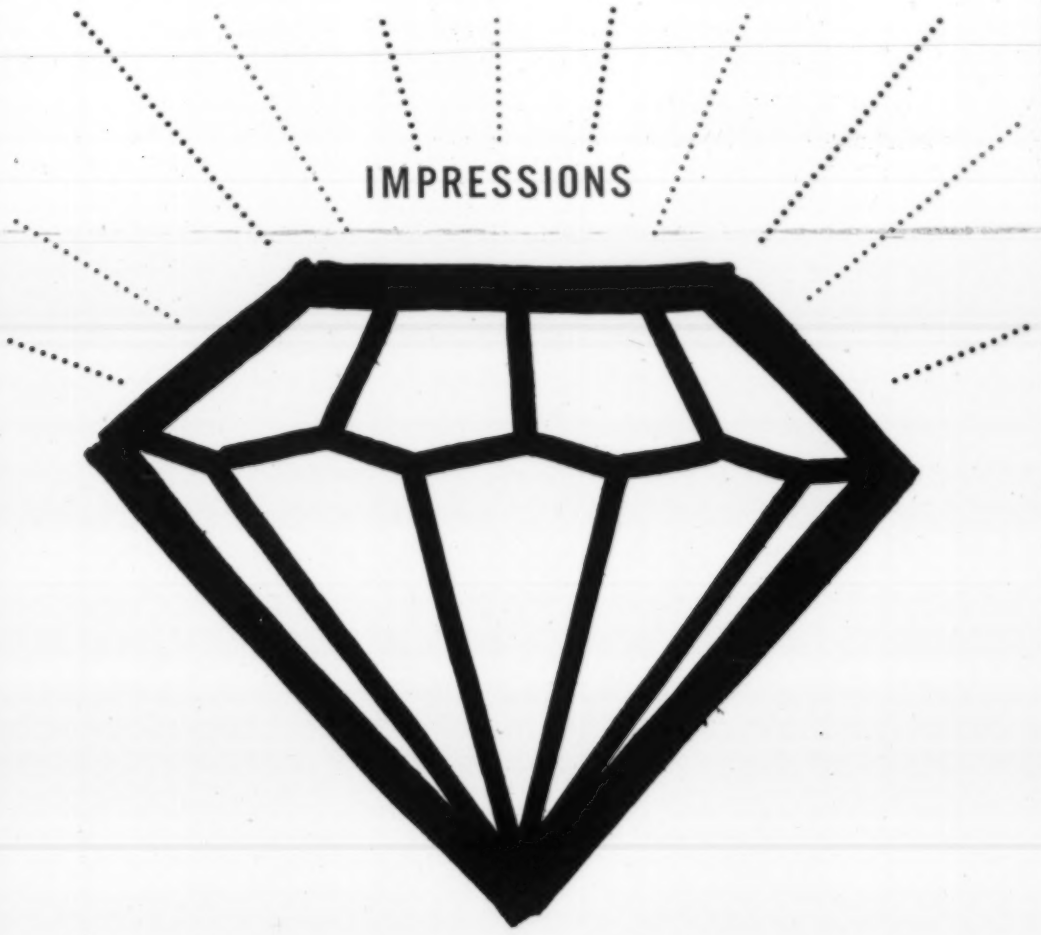
Roger W. Strecker has been named advertising manager for hot cereals by Quaker Oats Co., Chicago. Prior to joining Quaker in February, Mr. Strecker was an account executive with Tatham-Laird, Chicago. Quaker also has promoted Robert C. Brinsmaid from retail sales manager in Chicago to trade promotion manager for ready-to-eat cereals.

Alaskan Paper Names Rep

The *Juneau Empire,* daily newspaper of Alaska's capital city, has appointed West-Holliday Co. as its national advertising representative, effective May 1.

Kelly to 'Men's Wear'

Neil Kelly, formerly with Deering Milliken & Co., has joined the ad sales staff of *Men's Wear,* New York.



IMPRESSIONS: An exclusive news concept has attracted a large and devoted audience for WJW-TV in Cleveland. CITY CAMERA and CITY REPORT (highest rated–A.R.B. & Nielsen) provide fast-paced picture stories of late local and area news twice each week night. Cleveland's biggest camera team and a persistent, inquisitive news staff virtually blanket Northern Ohio. • Yes, viewers are impressed with that extra sparkle on Channel 8. You are in good company and . . . .

YOU KNOW WHERE YOU'RE GOING WITH WJW TV CBS CLEVELAND

A STORER STATION • REPRESENTED BY THE KATZ AGENCY

PROGRESS

Winston-Salem named an ALL-AMERICA CITY by the National Municipal League

WINSTON-SALEM ALL-AMERICA CITY

North Carolina's most progressive city . . . covered by North Carolina's most progressive newspapers . . .

You can't cover North Carolina without the

WINSTON-SALEM JOURNAL AND SENTINEL (MORNING) (SUNDAY) (EVENING)

Buy "COLORACTION"

"Ad Age is a most reliable source..."

says JAMES W. ORR
Manager, Advertising and Merchandising
Studebaker-Packard Corporation

MR. ORR brought a decade of automotive marketing experience with him when he joined the Studebaker-Packard Corp. in 1956. He launched his career in that field (after World War II service in the Air Corps) as sales manager for a car dealership in Davenport, Iowa. This was followed by a two-year association with Nash Motors (service traveler; district manager), and another crack at retail merchandising—this time as sales manager for one of the country's largest auto dealerships. In 1951, he returned to Nash as sales promotion manager of the Chicago zone. Mr. Orr's first position for Studebaker-Packard also was as sales promotion manager, but in less than a year (January, 1957) his duties were broadened to include advertising and he assumed his present title. As manager of the advertising and merchandising department, he is responsible for those activities for the company's Lark and Hawk cars, as well as for the S-P Champ truck line.

"Advertising Age is vital for anyone charged with responsibilities in advertising and sales promotion. Its factual, forthright coverage of advertising news, along with its stimulating features and editorials, make it a most reliable source for keeping abreast of developments in this fast-moving field. In today's highly competitive market—especially—I find Ad Age absolute 'must' reading every week."

important to important people

200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS
630 THIRD AVENUE NEW YORK 17, NEW YORK

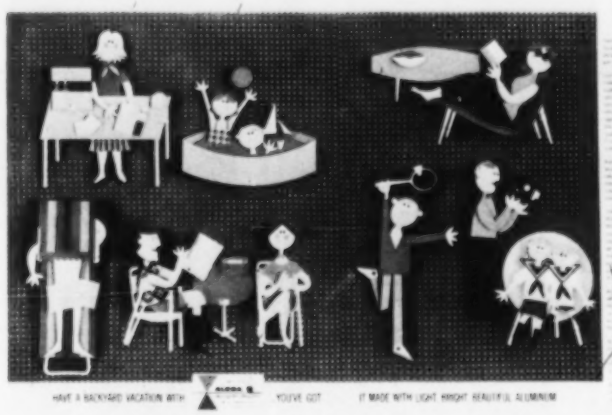
ABC ABP NBP

1 Year (52 issues) $3

PHOTO REVIEW OF THE WEEK

Heideman Siebert Fisher Pickering

ONLOOKERS LEARNING—*Stuart Siebert Jr., account supervisor, Kenyon & Eckhardt, Chicago, discusses agency organization at a panel of the full-day advertising workshop of the Rockford, Ill., Advertising Club with Wes Heideman, E. R. Hollingsworth & Associates; Larry Fisher, a student at the Rockford School of Business, and Jack Pickering, Howard H. Monk & Associates. The workshop was attended by 80 advertising men and women from the Rockford area, northern Illinois and Southern Wisconsin.*



ON ALUMINUM—*Aluminum Co. of America, Pittsburgh, will run this four-color spread during May in Holiday and The Saturday Evening Post with a "Have a backyard vacation with Alcoa aluminum" theme. Fuller & Smith & Ross is the agency.*

RECLINING FIGURE—*P. Lorillard Co. here introduces the first of 16 painted bulletins which will be used to plug Newport cigarets in Southern California through June. Shown here are Frank Russell (left), West Coast sales manager of Lorillard; and Charles I. Korngut, Los Angeles division manager. Lennen & Newell is the agency.*

Hexter Sawyer Aurbach

ANNUAL SALES MEETING—*Howard G. Sawyer, vp, James Thomas Chirurg Co., was kickoff luncheon speaker at the annual sales meeting of Industrial Publishing Corp., Cleveland, which celebrates its 30th anniversary this year. With him are Lester P. Aurbach, vp of the publishing company, who was honored at the meeting for his 25 years with the company, and Irving B. Hexter, president of the company.*

DIFFERENT—*Revlon Inc., New York, is distributing to department stores this merchandising display, an 8' free-standing eye, as part of its The Look promotion of eye cosmetics.*

NEW LIBRARY—*Dr. Robert E. Dodge, business administration department, Portland State College, Portland, Ore., accepts a check for $100 from Mrs. Dorothy Toneseth, president, Women's Advertising Club, Portland. Mr. Dodge, professor of advertising courses, points out that a gift for a similar amount last year purchased the displayed books on advertising and affiliated subjects. The gift was presented at the formal opening of the new library.*

MOTHER'S DAY—*Lennox Industries will feature "Whistler's mother" in this page ad scheduled for the May 7 issue of The Saturday Evening Post. Peitscher, Janda/Associates, Chicago, is the agency.*

Harris Worthen Morgan Flanagan DePalma Belderbach

LONG SANDWICH—*To prove Swift & Co. could make a sandwich as long as the one it is currently using in its outdoor campaign for sliced meats, A. E. Morgan, merchandising manager of Swift's Kearny, N. J., division, commissioned a local bakery to bake an 8' long loaf of Italian bread. Swift added the ingredients for the sandwich, shown here being held by William R. Harris, exec vp, and Thomas DePalma, national sales representative, both of United Advertising; Elmer A. Worthen, district product manager; Mr. Morgan; Charles A. Flanagan, division manager, and E. B. Belderback, New York district manager, all of Swift. Sandwich was later consumed by United employes.*

DENTSU ON THE MARCH—*Dentsu Advertising, the giant Japanese agency, has moved its Osaka office into a new ultra-modern nine-story building. Hideo Yoshida, Dentsu president, notes that the building has complete facilities for television and radio production—witness the two rooms shown above. The building, which is on the waterfront, was designed by the Japanese architect, Kenzo Tange, and is topped by a four-story tower which has working space as well as an outdoor patio for entertaining.*

ACCIDENT JAN 4 5 PM 1960 MD.
BLUE EYE JAN 11 1960 A.M. MO.
CENTER SANDWICH N.H. JA 2 10 AM 1960
DROOP JAN 20 P.M. 1960 W. VA.
EMBARRASS JAN 2 4 PM 1960 MINN.
FISHTRAP JAN 1 P.M. 1960 KY.
GOOCHLAND JAN 4 8 AM 1960 VA.
HI HAT JAN 4 P.M. 1960 KY.
IKES FORK JAN 12 1960 P.M. W. VA.
JUMPING BRANCH JAN 4 P.M. 1960 W. VA.
KILL DEVIL HILLS JAN 2 A.M. 1960 N. C.
LEAKEY JAN 2 1 5 PM 1960 TEX.
MUDDY JAN 14 A.M 1960 ILL.
NINETY SIX JAN 1 230PM S. C.
OLD MYSTIC JAN 12 P.M. 1960 CONN.
PRESTO JAN 5 9 AM 1960 PA.
QUICK JAN 2 1960 W. VA.
ROUGH AND READY JAN 4 A.M. 1960 CALIF.
SMOKY ORDINARY JAN 11 A.M. 1960 VA.
TENSTRIKE JAN 2 5 PM 1960 MINN.
UTOPIA JAN 4 11 AM 1960 TEX.
VIRGIN JAN 4 P.M. 1960 UTAH
WHISKEYTOWN JAN 4 8 AM 1960 CALIF.
XENIA JAN 11 5 PM 1960 ILL.
YAZOO CITY, MISS. JA 2 2 PM 1960
ZIGZAG JAN 6 A.M. 1960 OREG.

The postmarks are actual reproductions

From A to Z, Grit sells small towns to give you balanced national coverage

Far-away places with strange-sounding names. Those are Grit towns, and there are 16,000 of 'em across the country. That's a lot of towns . . . a lot of people . . . too big a market to miss. And you *are* missing it, relatively, with your advertising in the metropolitan-minded mass magazines. That's why your Grit campaign is so important . . because it offsets the big-city bias of the major mass media and helps provide *balanced national coverage*. Only Grit gives it to you . . . and without it you can't hope for total marketing success.

GRIT

Grit Publishing Co., Williamsport, Pa. • Represented by Scolaro, Meeker & Scott, Inc., in New York, Chicago, Detroit, Philadelphia; and by Doyle & Hawley, Inc., in Los Angeles and San Francisco

NYFA Announces Contest

The New York Financial Advertisers Assn., New York, has announced its first annual awards competition, covering financial advertising in magazines and newspapers from July 1, 1959 through June 30, 1960. Deadline for entries is July 15. Statuettes will be awarded winners at the NYFA annual dinner in September. Judges will be Mrs. Edna Beilenson, president of the American Institute of Graphic Arts, J. Edward Drew, public relations director of Lever Bros. Co., and Keith K. Kimball, retired Batten, Barton, Durstine & Osborn executive. Inquiries may be addressed to Leslie Cheshire, annual awards committee, American Irving Savings Bank, 125 W. 42nd St., New York.

'Cincinnati Post' Boosts Segale

The *Post & Times-Star*, Cincinnati, has appointed Virg Segale assistant manager of general advertising. Mr. Segale has been in the general advertising department since 1949. He first joined the newspaper in 1933 as a classified advertising salesman for two years and in 1943 rejoined the *Post & Times-Star* again for three years.

Leyghton-Paige to Jenkins

Leyghton-Paige Corp., Spring Park, Minn., manufacturer of smoke detectors, thermoputer heat and humidity indicating systems for grain elevators and other electronic devices, has appointed Ray C. Jenkins Advertising Agency, Minneapolis, to handle its advertising.

"OUR #@*! COMPETITOR IS IN ALREADY!"

Businessmen are becoming alert to the sales potential represented by the increase in nursing homes and homes for the aging. They are growing at the rate of 2,000 beds per month and still a 70% increase is needed immediately.

To find the details on this new market see our B P R D ad or write to . . .

PROFESSIONAL nursing home

THE MILLER PUBLISHING CO.
2503 Wayzata, Minneapolis 40, Minn.
Business Journalists Since 1873

We know who you are.
We know your company.
We know your company's product.
We know what your company stands for.
We know your company's customers.
We know your company's record.
We know your company's reputation.
We want to work for Business Week.

Palmer, Codella and Associates, Inc.

TOUGH CUSTOMERS —*Principals of Palmer, Codella & Associates, New York ad agency, ran this b&w page ad in the Atlantic City Press during the McGraw-Hill meeting there (AA, April 11), to say they want to handle the Business Week account. They are, left to right, John Codella, president; T. Norman Palmer, chairman, and Fred Poppe, exec vp.*

Boston Globe rep calls all-day Globe reader a nut?

SIR, ONLY A NUT WOULD READ BOTH THE DAILY GLOBE AND THE EVENING GLOBE. NOW, YOU'RE ENOUGH...
A NUT? WHO'S A NUT?
...UH...SEE...THEY'RE REALLY THE SAME PAPER. ONLY THE HARD NEWS CHANGES.
I AM NOT A NUT.
IT'S YOU PEOPLE WHO READ BOTH GLOBES THAT KEEP US FROM CLAIMING THE GLOBE COMBINATION GIVES ADVERTISERS 100% UNDUPLICATED CIRCULATION!
I'M NOT A NUT AND I CAN PROVE IT!
WALTER LIPPMANN WRITES THE SAME COLUMN IN BOTH THE DAILY AND EVENING GLOBE...RIGHT?
RIGHT
DOES THAT MAKE WALTER LIPPMANN A NUT?
WELL, ANYWAY, ONLY THE GLOBE OFFERS ALMOST 100% UNDUPLICATED CIRCULATION
The Boston Daily Globe
Khrushchev Ill With Flu, Postpones Visit to Paris

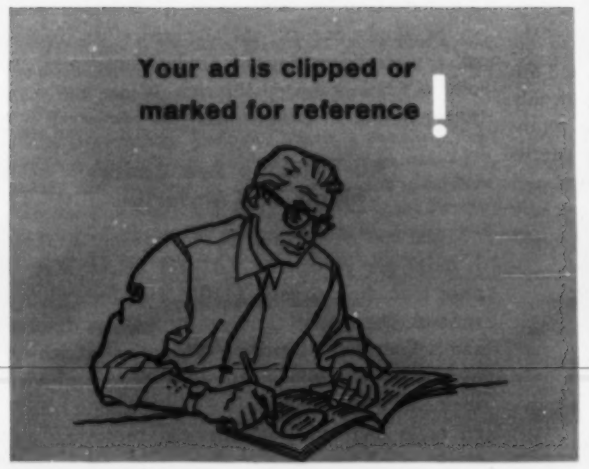
Because The Boston Daily Globe and The Boston Evening Globe are practically the same paper, almost nobody reads them both. That means advertisers get less wasted, duplicated circulation. And that's not all. The Globe also gives you more home delivery and a much bigger Sunday circulation. It has more classified, more color linage than any paper in Boston. You get more of *everything* — especially readers.

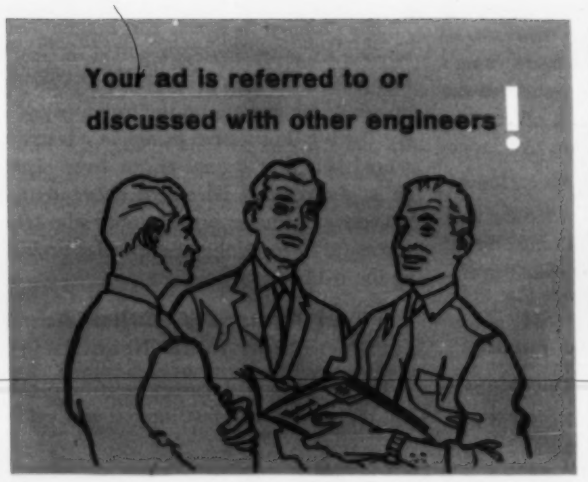
The Boston Globe gives you more of everything
especially readers

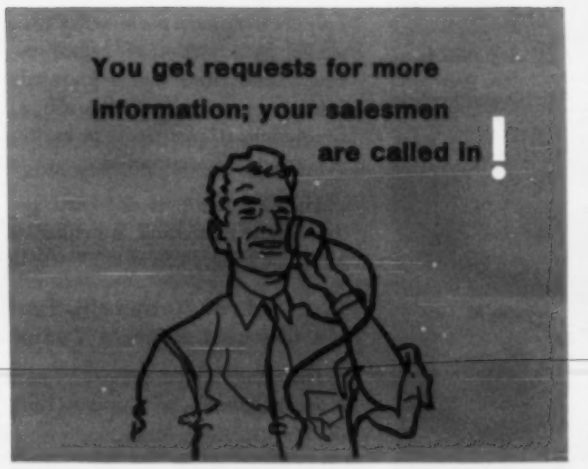
A MILLION MARKET NEWSPAPER • NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO

things happen!

when you advertise in the Design Magazine of Science and Engineering







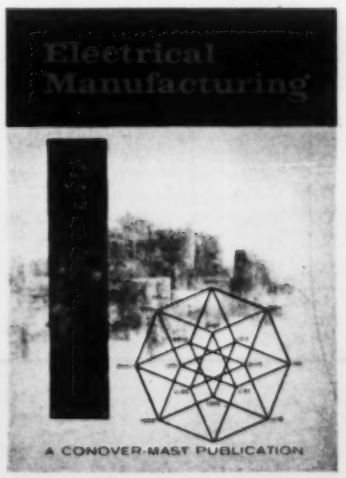
Yes, things happen when you advertise in today's ELECTRICAL MANUFACTURING. You get *results*—the kind that count—in the form of reader ACTION!

One recent advertisement chalked up a 25% Reference Action response. The top twenty ads in that issue averaged close to 15% ACTION response! These are not "noted" or "read most" scores. They represent readers actually *doing something!*

ELECTRICAL MANUFACTURING is the design book engineers study, absorb and *use*. It's their work-tool because it fills their two basic needs—1) provides the groundwork of basic science principles which pave the way to new design breakthroughs and 2) links these principles with practical how-to-do-its.

This combining of science principles with engineering practice makes ELECTRICAL MANUFACTURING the most *wanted* book in its field today.

Ask your EM representative to show you the Reader Action sparked by 100 recent ads. It will open your eyes to what advertising in a truly *useful* publication can do!



Arthur C. Mayer

Walter Guild

Draper Daniels

Ernest A. Jones

Ray Mithun

Kay Daly

Fairfax M. Cone

Harry W. McMahan

Stephen Baker

James S. Fish

General view of participants in 1959 Summer Workshop at Palmer House, Chicago, where Grand Ballroom was set up as "schoolroom" for many sessions.

Register NOW for the Greatest Creative Advertising Event of 1960

Third Annual "Advertising Age" Summer Workshop for Creative Advertising People to be Held Aug. 2 to 5. Sessions at Palmer House, Chicago, Which Drew Capacity Attendance Last Year, Expected to Be Sell-Out Again. Early Registration Strongly Urged.

In two short years, the Advertising Age Summer Workshop on Creativity in Advertising has won acclaim as the most important *creative* event in the advertising field.

The Workshop is not a convention. It is not concerned with media, or with public relations, or how to get new business. *It is designed as a once-a-year opportunity for mature, knowledgeable advertising people to discuss the making of advertising in all media, both print and broadcast*—to learn what's new, to foregather with acknowledged leaders in the field, to swap ideas and know-how with other creative people, to participate in exciting creative experiments and demonstrations.

The Workshop is not play. It is three days of concentrated listening, watching and doing. But it can be exciting, challenging, rewarding—and fun too.

Editor Bernstein, Prof. Britt in Charge; Experts Comprise Faculty

This year's Third Annual Workshop will be held at the Palmer House, Chicago (completely air conditioned), beginning the evening of Tuesday, Aug. 2, and ending in mid-afternoon Friday, Aug. 5. As in previous years, the Workshop is under the general supervision of S. R. Bernstein, editorial director of Advertising Age, and will be conducted under the personal direction of Dr. Steuart Henderson Britt, professor of marketing and advertising at Northwestern University and former agency vice-president.

The "faculty" is a real Big League Team, representing an impressive aggregation of creative advertising talent in both print and broadcast fields. (See details of the sessions on the facing page.) Not only are the big, impressive names in advertising represented here, but special efforts have been made to enlist the creative talents of outstanding men and women with smaller organizations who are especially successful in meeting the particular problems posed by limited budgets.

Ad Managers, Other Admen Can Reap Benefits

The Workshop discusses creative problems only and therefore is of great interest and value to copywriters, art directors, radio and tv commercial producers, etc. But past Workshops have shown that advertising managers, promotion directors, brand managers, account executives and others who may not actually write advertising, but who are required to judge the value of advertising, can also benefit enormously from the reviews of current advertising, the criticisms and comments, and the idea-sessions which feature the Workshop. At previous Workshops, almost one-half the attendance has consisted of advertising managers, product managers, and others whose primary function is not the actual production of advertisements.

All-Inclusive Fee Covers Meals and Materials

Total cost of the Creative Advertising Workshop is $100 per participant (if paid before May 15; after that, the charge is $110). This fee covers all sessions, five meals (three luncheons, two dinners), and a Creative Advertising Workbook which will include reproductions in large size of printed advertisements which are discussed, identification material on radio and television material presented, summaries of all speeches and discussions and space for participants' notes—enabling Workshop participants to carry back with them as detailed a summary of the sessions as they care to develop.

Make Reservations Now to Insure Acceptance

The first Summer Workshop attracted approximately 350 people, when 150 to 200 were expected, so that facilities were taxed to the limit. Last year sessions were moved to the Palmer House's Grand Ballroom and Red Lacquer Room, two of the largest rooms in Chicago, but an increase of more than 125 participants again stretched facilities to near-capacity levels.

Only 500 can be accommodated; last year 475 attended. So it is essential to get reservations in early to assure a place. Reservations are cancellable and fees returnable until July 15.

Mail the coupon today.

"Best Thing I Ever Did!" Says Workshop Participant

MOST VALUABLE EVER—"I felt last year's meeting was without a doubt the most valuable gathering I have ever attended."—Eugene E. Young, Wisconsin Power and Light Company, Madison.

WOULDN'T MISS IT—"After the fine job you did last year, I wouldn't miss the next one for all the tea in China."—Wesley Aves, Aves, Shaw & Ring Inc., Grand Rapids, Mich.

PUT BENEFITS TO WORK—"I felt that we gained some tremendous benefits that were put immediately to work in our own advertising activity."—Robert D. Bischoff, State Farm Mutual Automobile Insurance Company, Bloomington, Ill.

BEYOND EXPECTATIONS—"I thoroughly enjoyed the program and found it informative beyond my expectations. The educational value to me cannot be measured in time or expense expended in order for me to attend . . . If all advertising produced by our industry would do for the advertiser what the Creative Workshop did for me, then our efforts would certainly be successful and criticism would be reduced to a minimum."—Charles J. Prince, D'Arcy Advertising Company, St. Louis.

TREMENDOUS SUCCESS—"Your efforts were rewarded with a tremendous success. This is not only my opinion but that of many people to whom I have talked. Congratulations! . . . I am looking forward to next year's Workshop."—Otis Winegar, Knox Reeves Advertising Inc., Minneapolis.

MOST STIMULATING—"I felt that the Workshop was one of the most stimulating and rewarding functions I have attended this year."—Ed. C. Bartlett, The B. F. Goodrich Company, Akron.

INSPIRING—FASCINATING—"My sincere thanks for the most inspiring creative advertising session I ever attended. It was fascinating. You can count on me for next year."—George W. Doyne, Doyne Advertising Agency, Nashville.

Idea-Filled Sessions Will Recharge Your Creative Batteries

The Workshop starts Tuesday evening, Aug. 2, with registration and an informal get-together of participants starting at 5 p.m. The first formal session is at 8 p.m. **Arthur C. Mayer,** copy chief of Hicks & Greist, New York, is gathering the "year's best" radio commercials, tv films and print ads from smaller agencies all over the country. He will show the pick of the crop, analyzing the problem and the sales results, to demonstrate that "You Don't Need Big Billings to Produce Really Big Ideas."

Much exciting and unusual advertising has been coming from the West Coast. First thing Wednesday morning, Aug. 3, **Walter Guild** of Guild, Bascom & Bonfigli, San Francisco, whose agency turns out off-beat advertising for such clients as Skippy peanut butter, Ralston cereals and Rival dog food, will discuss what it takes to make off-beat advertising really sell.

Review 100 Print Ads

The remainder of Wednesday will be devoted to a review and analysis of "The 100 Notable Ad Campaigns of 1960," under the general direction of **Draper Daniels,** executive vice-president in charge of creative services of Leo Burnett Co. Under his direction, a panel of leading creative directors from coast to coast will select 100 notable advertising campaigns of 1960. Each of the examples will be reproduced, in large size, in the workbook supplied to each Workshop participant. The ads will also be shown on a screen, with background information on the campaign of which they are a part, and participants will be asked to score each ad for general excellence.

The panel of creative directors selecting the ads to be discussed and voted on is composed of:

Mrs. Jackie Agnew West, vice-president and copy supervisor, Cunningham & Walsh, New York. **James F. Egan,** senior vice-president in charge of creative services, Doherty, Clifford, Steers & Shenfield, New York. **Mary E. O'Meara,** vice-president, Young & Rubicam, New York. **Howard Shank,** vice-president, Grey Advertising Agency, New York. **Whit Hobbs,** associate copy director, Batten, Barton, Durstine & Osborn, New York. **Mrs. Phyllis K. Robinson,** vice-president, Doyle Dane Bernbach, New York. **Robert T. Colwell,** vice-president, J. Walter Thompson Co., New York. **Barrett Brady,** senior vice-president and copy director, Kenyon & Eckhardt, New York. **Ernest W. Eversz,** vice-president, Foote, Cone & Belding, Chicago. **Albert A. Klatt,** vice-president, Needham, Louis & Brorby, Chicago. **James C. Nelson Jr.,** vice-president and copy chief, radio and tv director, Hoeffer, Dieterick & Brown, San Francisco. **Howard L. Gossage,** executive vice-president, Weiner & Gossage, San Francisco. **Walter B. Booth,** vice-president, Campbell-Ewald Co., Detroit. **William L. Spencer,** vice-president, Gardner Advertising Co., St. Louis. **William D. Tyler,** executive vice-president, Benton & Bowles, New York. **Everett D. Biddle,** president, Biddle Co., Bloomington, Ill. **James H. Henderson,** president, Henderson Advertising Agency, Greenville, S. C. **Wilson A. Shelton,** senior vice-president in charge of creative dept., Compton Advertising, New York. **Kay Daly,** vice-president, Norman, Craig & Kummel, New York. **Donald G. Calhoun,** vice-president, McCann-Erickson, New York. **David F. Bascom,** chairman, Guild, Bascom & Bonfigli, San Francisco. **Edward G. Zern,** vice-president, Geyer, Morey, Madden & Ballard, New York. **Harry E. Kinzie Jr.,** Needham, Louis & Brorby, Chicago.

Hold Workshop Sessions

Following lunch (all meals are speaker-free, "mingling" sessions) participants will break into five workshop groups, each with a discussion leader, to analyze and review 20 of the ads for approach, headline, layout, copy, etc. Workshop discussion leaders will be **Ernest A. Jones,** president, MacManus John & Adams, Bloomfield Hills, Mich.; **Ray Mithun,** president, Campbell-Mithun, Minneapolis; **Wm. A. Marsteller,** chairman, Marsteller, Rickard, Gebhardt & Reed, Chicago; **Fairfax M. Cone,** executive committee chairman, Foote, Cone & Belding, Chicago; and **Chester L. Posey,** vice-president and manager, McCann-Erickson, Chicago.

In an unusual panel, four important buyers of advertising will discuss the top campaigns of the year from their viewpoint. Panel members will be **Franklin J. Lunding,** chairman, Jewel Tea Co.; **James S. Fish,** vice-president and director of advertising, General Mills; **William R. Farrell,** director of marketing services, Monsanto Chemical Co.; **Ray Weber,** advertising director, Swift & Co.

Wednesday evening, **John D. Yeck** of Yeck & Yeck Advertising Agency and Sales Counsel, Dayton, O., will lead a discussion and demonstration—with audience participation—on "How to Get Profitable Ideas." He'll show a step-by-step procedure for idea development, and demonstrate how it works.

View of the stage at audience studio of WGN-TV as 1959 Summer Workshop participants witnessed afternoon of demonstrations on production of commercials.

Discuss Broadcast Ads

Thursday, Aug. 4, will start off with a pungent discussion of advertising by **Hal Stebbins,** president of Hal Stebbins Inc., Los Angeles, and *Printers' Ink* columnist. He calls it "Brave Bulls and Sacred Cows" and it's guaranteed to stir the creative blood.

Then the Workshop will turn directly to broadcasting with a critical review of current television commercials, by a panel of authorities headed by **Harry Wayne McMahan,** ADVERTISING AGE columnist, tv consultant and former agency tv director. On his panel will be **Edgar Kobak,** New York management consultant, former network head, radio station owner; **E. H. Lotspeich,** associate manager of advertising production for Procter & Gamble; **Douglas L. Smith,** director of advertising and merchandising, S. C. Johnson & Son, Racine; and **Bea Adams,** vice-president, Gardner Advertising Co., St. Louis.

Thursday afternoon all Workshop participants will be transported to the studios of Fred A. Niles Productions, for an afternoon of actual practice and demonstration of television commercial production techniques and ideas. Under the general direction of **Hooper White,** commercials production manager, Leo Burnett Co., New York, the demonstrations will start with three versions of "This Is the Way I'd Sell It on Television." Starting with a specific sales problem, three outstanding admen will demonstrate their solutions: **Gordon Webber,** vice-president, director of broadcast commercial production, Benton & Bowles, New York; **Don Tennant,** vice-president in charge of tv commercial department, Leo Burnett Co., Chicago; and **Marvin Rothenberg,** vice-president in charge of production, MPO, New York.

Following a demonstration on "How Long Should a TV Commercial Be?", by **Arthur Zapel Jr.,** tv group head, J. Walter Thompson Co., Chicago, a special crew from **Video Tape Center,** New York, will demonstrate "Planning and Producing a Commercial Idea on Videotape . . . From Storyboard to Show Time." This is a behind-the-scenes look at the pre-preparation and final taping of a commercial idea, with lots of examples of the right and wrong ways to use tape and film.

Fare for the Ears

Back Thursday evening to the Palmer House for dinner and a highlight of the Workshop—"Listening With Two Ears," a discussion with all kinds of examples, of the use of music in radio and television selling, by a famous name in music—**Mitch Miller** of Columbia Records, critic, music commentator, and vocal exponent of the power of properly proportioned sound.

Friday morning, Aug. 5, will start off with another exciting demonstration of sound-in-selling . . . "A Lyrical Approach to TV-Radio Creation," featuring the team of **Kenneth C. T. Snyder,** vice-president and tv-radio creative director of Needham, Louis & Brorby, Los Angeles, and **Jack Fascinato,** famous music-man and composer whose television experience goes 'way back to the very early days of Kukla, Fran & Ollie. Working right out on our stage, probably with audience help, this team will develop jingles and musical approaches to advertising problems right on the spot, demonstrating their ideas of fitness, sales effectiveness and appropriateness.

How I Would Have Done It

The Workshop will come to an end Friday afternoon, Aug. 5, after two extremely important and valuable discussions of how to improve advertising.

The famed **Creative Man,** whose "Corner" has been appearing in Advertising Age for more than 15 years, will tackle "The Worst Ads of 1960," a critical review of current ad campaigns which he considers bad or ineffective advertising. He will name names and give reasons for his choices.

Stephen Baker, vice-president and senior art director of Cunningham & Walsh, New York, will wind up the Workshop with a thoughtful discussion of advertising art and layout, including a dozen or so examples of currently appearing advertising whose layouts and art treatments he would like to change. He will show the treatments he thinks would have been more interesting or effective in his discussion of "This Is the Way I Would Have Done These Ads."

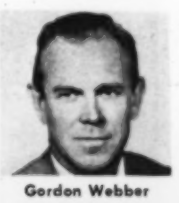
In between times, at speaker-free luncheons, dinners and informal get-togethers, Workshop participants will meet people of similar stature, with similar problems, from all areas of advertising and from all sections of the country, for three days of stimulating, idea-filled discussion.

Bea Adams

Mitch Miller

Kenneth C. T. Snyder

Hal Stebbins



Gordon Webber

Hooper White

John D. Yeck

William R. Farrell

Enroll me for the ADVERTISING AGE SUMMER WORKSHOP ON CREATIVITY IN ADVERTISING, Aug. 2 to 5. My check for $100 ($110 after May 15), covering complete registration fee, including attendance and participation in all meetings and the cost of three luncheons and two dinners on Aug. 3, 4 and 5, is enclosed. (Or bill me ☐; bill my company ☐)

Name (please print or type) _____

Title _____

Company _____

Address _____

STREET CITY ZONE STATE

MAKE YOUR CHECK PAYABLE TO SUMMER WORKSHOPS, AND MAIL TO SUMMER WORKSHOPS, c/o Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

If you want information and reservation forms for the Palmer House during the Workshop, check here ☐

Information for Advertisers

"Drug Topics Pink Book," a classified directory of advertised products sold over the counter in drug stores, has been published by **Topics Publishing Co.** In the book, products are classified on the basis of their end use as cosmetics, toiletries, proprietary packaged drugs, sundries, first aid items, baby products, stationery, tobacco products, confections and others. The book, priced at $8 per copy, is available from the directory division, Topics Publishing Co., 10 E. 15th St., New York 3.

• A new pastel color mixing book, "Pastel & Metallic Ink Color Sample Book," containing formulas for mixing pastel shades from standard Chromatone inks, is available from the **Polychrome Corp.**, 2 Ashburton Ave., Yonkers 2.

• "What Makes a Professional Photographer Click," a graphically illustrated, pocket-size booklet telling what goes on behind the scenes in the production of a photograph, has been published by the **Professional Photographers of America.** Additional information is available from the organization, at 152 W. Wisconsin Ave., Milwaukee 3.

the copy shop
MU 3-1455
270 madison / ny 16
Copywriting Studio
Confidential Work
Add our copy experts to your staff—but not to your payroll—get a top creative team for a pre-agreed token fee.
Persuasive Communication
any kind — any medium

• The 35th annual edition of the "Advertisers Rate & Data Guide," which includes rates, circulation, closing and issuance dates for general, farm, industrial, mail order and direct selling magazines, is available from **E. H. Brown Advertising Agency**, 20 N. Wacker Dr., Chicago 6.

• The **Seattle Times** has published its 13th annual "Consumer Analysis" of buying habits, brand preferences, product usage and dealer distribution in the Seattle market. Products covered in the study include general, appliances, automotive, toiletries, soaps and foods. Additional information is available from the *Seattle Times*, Fairview Ave. N. & St. John St., Seattle.

• A 408-page type specimen handbook, "Type by Haber," has been published by **Haber Typographers.** Included in the book is an index layout that shows at a glance the complete range of sizes available in handset, Linotype and Ludlow versions of equivalent type faces. Each face showing and size is printed in a specimen of the type face represented, and convenient character-count reference tables are provided for the Linotype faces. To obtain a copy of the booklet, requests written on company letterhead, should be sent to Haber Typographers, 115 W. 29th St., New York.

• The "Sixth Annual Survey of Electronic Original Equipment Manufacturers," has been published by **Electronic Equipment Engineering.** The study covers purchases of 73 key electronic products, giving detailed information provided on dollar volume of purchases among companies in the electronic original equipment market. The study, available without charge to executives and their personnel in plants manufacturing electronic products and priced at $10 to all other personnel and organizations, may be obtained from Glenn Sutton Sr., publisher, *Electronic Equipment Engineering*, 172 S. Broadway, White Plains, N.Y.

• "200 Contemporary Colors," a book showing the effects of combining various percentages of a color with various percentages of black, has been published by **Ghent Oertel & Associates.** One book shows the colors as positively controlled on enamel stock and a companion volume shows the colors on offset stock. Additional information is available from Ghent Oertel & Associates, 3520 Montrose Blvd., Houston.

• Copies of a survey on the "1960 Buying Intentions of Colorado Ranch & Farm Families," which reports sales potentials for more than 160 products and services, are available from the **Colorado Rancher & Farmer**, P. O. Box 1349, Denver 1.

• The annual "Directory of American Aircraft & Missiles," covering some 550 individual items of aircraft, missiles and space craft, has been published by **Western Aviation Magazine.** Copies are available at $3 per copy from *Western Aviation Magazine*, 101 S. Coronado St., Los Angeles 57.

• A market data study on the Spokane market, including information on population, families, income, and retail sales has been published by the **Spokane Spokesman-Review** and **Daily Chronicle.** Additional information is available from the newspapers.

• Spendable income, total retail sales and food store sales are included in a Roanoke market data brochure, offered by the **Roanoke Times and World-News**, Times-World Bldg., Roanoke, Va.

• "A Survey of the Sanitary Supply Market," covering general business, floor finishes and cleaners, powered floor equipment and washroom products, is available from **Sanitary Maintenance**, 407 E. Michigan St., Milwaukee 1.

• **American College of Hospital Administrators** has published a "1960 Directory," which contains a biographical dictionary of its entire membership, plus a 31-page classified-regional index. The "1960 Directory," which will replace the "Roster," an annual publication of the college, containing the names, addresses and classification of the membership, is priced at $15 per copy. It may be obtained from American College of Hospital Administrators, 840 N. Lake Shore Dr., Chicago 11.

Chilman Robertson Allen Heggie

CANADIAN CAPER—*Ten years ago, this quartet got together and started Heggie Advertising Co., Toronto. Looking no worse for the experience, they grin at staff illustrator Lyle Glover's cartoon of the occasion. Heggie started with a staff consisting of the four above; now it has 30 employes. It began as an industrial ad shop; last year it started a consumer division. Shown here are Jack Heggie, president; John Chilman, general manager, and Don Robertson and Dick Allen, account execs.*

Tonemaster Launches Push

Tonemaster Mfg. Co., Peoria, Ill., manufacturer of hearing aids, has launched a campaign in trade publications to seek new territories. Ads are scheduled in the *Audecible*, *The Hearing Dealer* and *National Hearing Aid Journal*. Hall, Haerr, Peterson & Harney, Peoria, is the agency.

Star Hill Switches Agencies

Star Hill Distillers, Loretto, Ky., distiller of Makers Mark bourbon, has named Zimmer-McClaskey, Louisville, to handle its account, succeeding French & Shields, St. Louis.

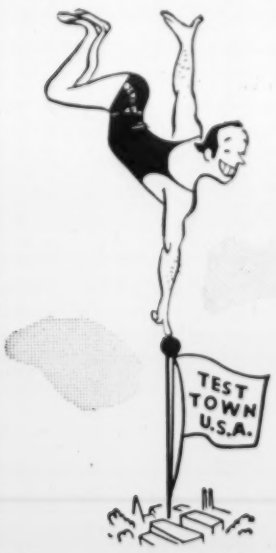
Paul, Phelan Adds Perry

Paul-Phelan Advertising Ltd., Toronto, has changed its name to Paul, Phelan & Perry Ltd. The new name includes R. J. Perry, exec vp and manager of the agency's Montreal office.

ADVERTISED IN EASTERN IOWA ON KCRG-TV, CHANNEL 9

Adell Chemical Company is one of many successful national advertisers using KCRG-TV. Channel 9 is a necessary part of effective selling in the Cedar Rapids-Waterloo-Dubuque market. Your Branham Company representative will tell you why Minneapolis; Harry S. Hyett Co.

ABC
IN IOWA'S NUMBER 1 TV MARKET
KCRG-TV Channel 9 CEDAR RAPIDS
Joseph F. Hladky, Jr., President
Redd Gardner, General Manager
Eugene E. McClure, Commercial Manager



BALANCE where it counts

The stability of the South Bend, Indiana, market stems largely from balanced employment, as shown by these 3-month average employment figures of 1959. During that period 90,100 were employed in the South Bend Metro Area alone. This total working force is grouped as follows: Manufacture of transportation equipment 20%; Manufacture of equipment other than transportation 25%; Non-manufacturing employment 55%. South Bend depends on no one group or industry for its year to year prosperity. And yearly it rates among the national leaders in per household income . . . the 1959 figure will be close to $7500!

It's easy to reach South Bend and its prosperous 7-County Trading Zone . . . when you use the penetrating power of The South Bend Tribune. From 92% saturation of the Metro Area to 62.8% coverage of the Trading Zone, The Tribune covers this rich market like a blanket.

The South Bend Tribune

Franklin D. Schurz, Editor and Publisher. • Story, Brooks & Finley, Inc., National Representative

in Kansas City—

NEW $20 MILLION PUBLIC UTILITY PLANT

TWO NEW SHOPPING CENTERS—$4½ MILLION

NEW $2 MILLION DAIRY PRODUCTS PLANT

NEW $25 MILLION WESTERN ELECTRIC PLANT

THINGS ARE POPPING UP ALL OVER!

NEW 18-STORY OFFICE BUILDING —$3½ MILLION

NEW MULTIPLE-STORY APARTMENTS—$8½ MILLION

TWO NEW HOSPITALS —$12 MILLION

NEW $28 MILLION SOUTHEAST FREEWAY

NEW $40 MILLION FEDERAL OFFICE BUILDING (proposed)

NEW INTER-CITY VIADUCT —$12 MILLION

NEW MEDICAL AND OFFICE BUILDINGS —$9 MILLION

NEW $15 MILLION TURKEY CREEK EXPRESSWAY

NEW $7 MILLION PUBLIC LIBRARY

NEW $4 MILLION RAIL-TRUCK TERMINAL

Today the chatter of rivet guns and the odor of fresh concrete are commonplace in Kansas City. Hundreds of millions of dollars are being invested in the city's future by industry, utilities and private interests.

In this active, growing, million-person market, The Kansas City Star is the force that moves goods fastest, in volume, at lowest cost. The Star provides America's most thorough twice-daily circulation coverage, with 94 per cent of its circulation going directly to the home.

In Kansas City and its 100-mile drive-in territory, more than 360,000 families receive The Star. It will do a super marketing job for your product.

THE KANSAS CITY STAR

COMBINED MORNING AND EVENING CIRCULATION 670,889

TASTE MAKER

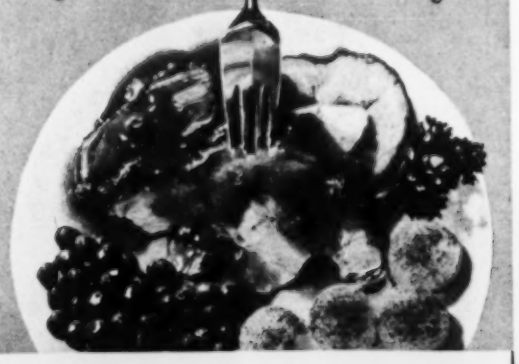
Dinner-Redy serves up new color campaign in TV Guide. How to sway taste? Dinner-Redy starts with the TV GUIDE audience and its 26 million readers. TV GUIDE, the first weekly on Dinner-Redy's list, offers the greatest magazine coverage* of America's most enthusiastic food buyers, young (18-34) marrieds. Its coverage is concentrated in major metropolitan areas, where frozen food sales are heaviest. And sales through supermarkets (over 3 million a week) demonstrate that families buy TV GUIDE *when* and *where* they buy their food. Reasons like these are prompting more and more food advertisers to let TV GUIDE go to work for them. Full color cost per thousand for Dinner-Redy's full pages: $2.83. That's the kind of efficiency *your* food ad dollar needs.

TV GUIDE

America's best selling weekly magazine . . . circulation guarantee 7,250,000

*1960 Starch Consumer Magazine Report

Luscious roast turkey in just 4 minutes—
Crazy? No! You do it with Dinner-Redy!



Individual serving. No defrosting

O.K., you've got your doubts. How can roast turkey with real giblet gravy be good if you don't spend hours making it? Ma'am, **DINNER-REDY** spends the hours—you and your family do the enjoying. Just pop the **DINNER-REDY** sealed foil envelope into boiling water. Heat 4 minutes, open and serve—proudly! Get **DINNER-REDY** Roast Turkey Slices with Giblet Gravy—and Virginia Ham Slices in Raisin Sauce—at your grocer's frozen food cabinet. Expensive? They only taste that way!

Dinner-Redy Corp., New York.

Feature Section

Advertising Age

Nets Hold TV Program Reins

Let's Agree on Agency 'Profits'

Chain Distribution Picture Changed

Advertising Faces Two Problems

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

McMahan on TV Commercials . . .

What's New: Criteria for Competition

Harry McMahan comments each month on current commercials and new trends in the industry. Now an administrative adviser and creative consultant on tv advertising, he has written more than 3,000 commercials himself. He also has supervised some 16,000 in production and headed the commercial operations at McCann-Erickson and Leo Burnett on more than $240,000,000 in tv billings.

By Harry W. McMahan

We rather like the "criteria for competition" set up for judging entries in the American TV Commercials Festival next month (May 18, 19, 20) at the Hotel Roosevelt in New York.

Harry W. McMahan

Currently, some 40 judges from all phases of the business are working in teams to select the best of more than 1,000 entries. Only about 25% will make the final competition and here is a free translation of the four criteria for selection:

1. Is it good for the industry? (Is it tasteful, a credit to good advertising?)

2. Is it good for the sponsor? (Does it sell?)

3. Is it good for the viewer? (Does it reward him for his viewing time with news, information, personal experience, novelty, entertainment?)

4. Is it good for the creative man? (Does it exhibit creativity in its ideas, craftsmanship and the use of tv's communicative techniques?)

That's a pretty good yardstick, methinks, for anybody's commercial, any time. It certainly covers all four bases. And it ought to flush out the 250-or-so outstanding commercials of the year for the Festival.

Mature Kid Stuff, Kind of

A pet theory of ours is that automobiles too long have overlooked the importance of the child in tv advertising. But the Chevy show a week ago (April 17) made strong answer.

In a sudden *population explosion* they brought forth about 200 kids all under 12, to take over the whole show—including the commercials. Here and there it got a bit brattish, we must admit, but we're still hanging on to our theory. And we know the three kids at our house—Carol, Steve and Christopher—are prodding their poor old Chrysler-addicted father for one of those new Chevy station wagons.

Then there was a Corvair commercial with some droll business about an Easter bunny. Not bad—certainly better than Ford's recent mush into Alice in Wonderland.

At least and at last, with 4,000,000 new prospects being born each year, Detroit is starting to look in the right direction. Maybe someone has figured out the role of the auto in our much-heralded population explosion, after all.

Classic Demonstration

We're a little late getting around to seeing the Bell & Howell commercial that won the top award at Hollywood Adclub, but it turns out to be all it's cracked up to be.

Demonstration is tv's long suit, of course, and this demonstration is tv at its best. Of course, this B&H Zoomatic camera is lucky to have plenty to demonstrate: a home movie zoomar lens, a shift to stop motion in mid-scene, a closeup lens control. It's all woven into a rich human interest demonstration scene—two boys playing ball and a dog that catches the ball in midair (and in stop motion). Add to this an opening shot that establishes Bell & Howell's standard by noting their $21,000 Hollywood movie camera. And a closing note that puts this home movie Zoomatic in your hands for "as little as $20 down."

It would be hard to miss with something like this to demonstrate on tv. But the handling here is especially fine in all departments. Jerry Fairbanks, Hollywood, produced for McCann-Erickson. It's a classic.

He's a Rare Bear, Boo-Boo

Switching from Detroit to Battle Creek, it's intriguing to find how Yogi Bear is a hotter pistol than premiums when it comes to selling breakfast cereals.

The all-cartoon show, "Huckleberry Hound" is now in its second year for Kellogg's and ol' Yogi turns out to be the real star, with Huck just a trifle demoted.

We especially like the handling on some of the new commercials that co-star the two. They're loaded with entertainment, gagged with visual laughs—and quotable all the way to the supermarket. Hanna & Barbera do these special commercials as well as the show itself for Burnett and Kellogg's.

It may be corn, but the flakes are crisp and tasty.

One of the Year's Ten Best

On our own nomination tab for the Year's Ten Best, we've already jotted down a reminder on a new Mennen commercial. It combines a highly artistic mounting with an ingenious sales story.

The product name is Sof' Stroke and, in spite of that, it's one of those commercials you can enjoy watching again and again.

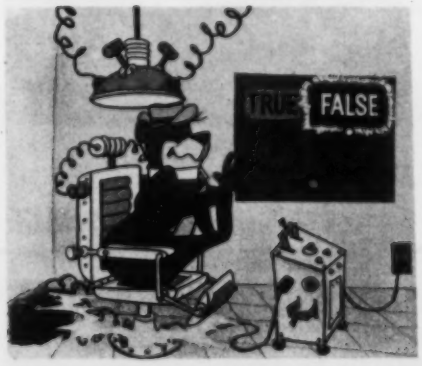
Mr. McMahan speaks in Frankfurt, Germany, April 27 on his new book, "TV Tape Commercials." His next American speech will be at the TV Commercial Festival in New York on May 19, when he will present a new reel of top European film commercials.

Chevrolet

Corvair

Bell & Howell

Kellogg Co.



It borrows Davy Jones' locker room for its demonstration scene. There's a skin diver, a Brand X that disintegrates in the water, and a mermaid who looks a little like Julia Meade. And some claim about its being the World's Richest Instant shave cream.

Now all those ingredients could well make it the most asinine commercial of the year—but it comes off a real smash. So we checked into the production credits and found the exotic underwater photography was by Johnny Ercole (for Transfilm-Caravel) and the script by Al Howard (for Grey Advertising). What's more, we found these boys made experimental films *twice* in New York before going to Florida's Silver Springs for the actual production.

That's a wonderful but expensive way to make commercials. Few of us can afford such luxuries. And maybe that's why the product now is called the World's Richest etc. . .

Right Spot for a Muffler

Now and again American sponsors have experimented with non-verbal sound tracks in the European style, but what product could be more appropriate than an automotive muffler?

Midas Muffler is the one that goes almost SAG-less in a new spot due on the Jack Paar spectacular tomorrow night (April 26) and a non-talking spot on Jack Paar should be unique.

The film holds the voice-over to a scant three seconds at the end, while Jack Fascinato's honky-tonk piano embellishes the old time theater slide art on the screen. Lee King and Bob Wanamaker wrote, Art Guse art directed for the agency, Edward H. Weiss. Animation Inc., Hollywood, produced.

International Parts Corp.

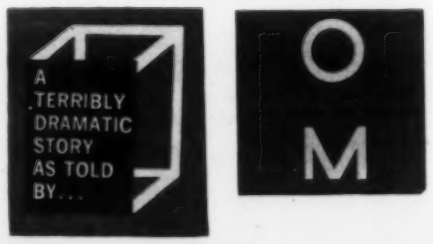
More Saul Bass Design

Another winner in Hollywood (and also New York) was Olin Mathieson's program title for "Small World." Saul Bass designed this, along with an OM commercial for the same show.

This commercial has some simple yet engaging design transitions as it tells of the problems of a pea-faced product getting itself packaged in this too-hot, too-dry, too-moist, too-cold world.

We like the tongue-in-cheek tone of the commercial. And, always partial to Mr. Bass, we are delighted with his artful tricks herein. Playhouse Pictures, Hollywood, produced under the supervision of Allen Ducovny, D'Arcy, New York.

Mennen

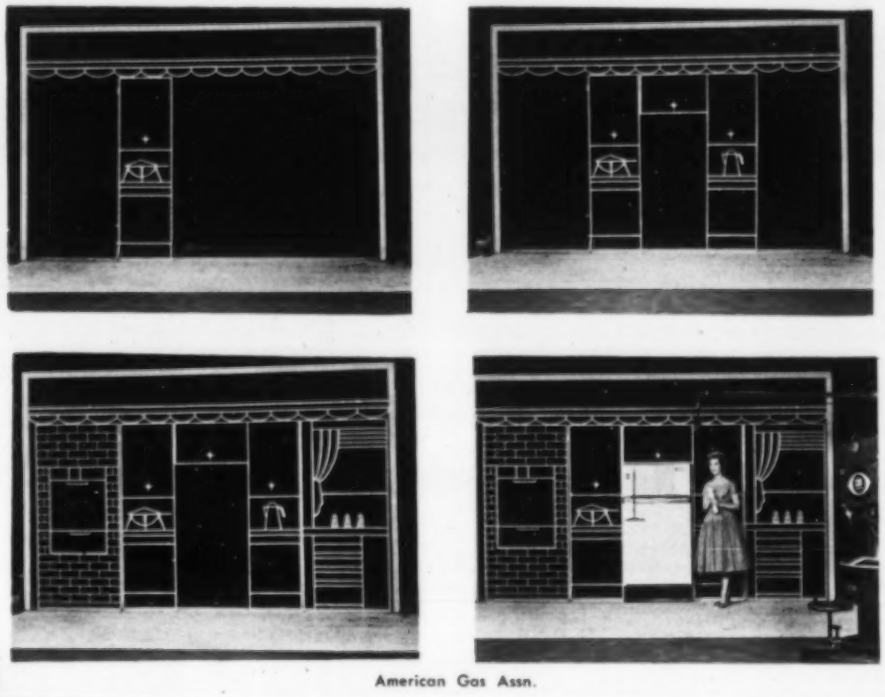


Olin Mathieson

Tape Tries Film Tricks

The mermaid down at Silver Springs wasn't Julia Meade, after all. She was working up at CBS, New York, in a tricky videotape bit for the American Gas Association.

This one opens with a popping-on of elements in a stylized kitchen set. The last two elements added are a refrigerator and Miss Meade (both real gassers!). Now, such pop-on work is easy enough on film, but it takes stop-and-go production and a very careful editing job in videotape.



American Gas Assn.

It's smooth. And so is Miss Meade. Some day we'd like to stage a duel—Julia with her gas refrigerator, Betty Furness with her Westinghouse electric: ice cubes at ten paces.

Small Squaw, Big Sales Success

While we're gassing, it might be well to mention what's cooking *on the front* burner up in Minneapolis.

"Minnegasco" (that *and* Sof' Stroke are almost too much in the same month, eh, friend?) is the little cartoon Indian squawlet who's at work for Minneapolis Gas Co. Sort of a *Minnehaha* local version of Julia Meade, you might say.

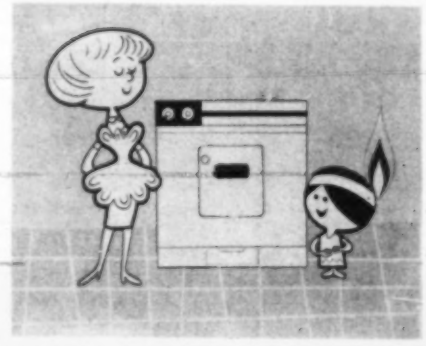
There's a minute spot by Grantray-Lawrence and several twenties by Playhouse. Each opens with a situation, like: it's raining, hubby nagging wife about clean shirts; Minnegasco to the rescue with a gas dryer. Knox Reeves is the agency with Gene Carr writing, Larry LaBelle art directing and producing.

Minnie is plenty popular in Minneapolis. We heard much comment all around.

Reportedly, she's selling gas appliances like crazy, but the sponsor is sitting tight on the figures (on account of the gas company competes with retail dealers in selling appliances and they don't want anyone to know their appliance business has already *doubled*).

April Showers . . . and Squalls

We think Equitable was all wet with its commercial approach on the "American Heritage" series. Too many of the two-minute spots turned out to be old-fashioned Sunday sermons on insurance. Hasn't anyone noticed how Prudential does it?



Minnegasco

And the last show, "Andrew Carnegie," (April 10) had to bear up also with a personal farewell from Equitable's president. It was dreadful. We wish the FCC would find a way to investigate all company presidents—like L. L. Colbert and Henry Ford III, too—who think that a "message from the sponsor" means the *president*, personally.

Dristan now has 60% share of market. And to think that the "300-Man Executive Panel" of a printers' trade magazine just picked this as the *second worst commercial* on the air . . . tsk-tsk. #

Looking at Radio and Television . . .

Networks Hold TV Program Reins and a Hushed Hurrah for Them

By the Eye and Ear Man

The television buying season is off to an early start. Even though there is grave doubt about the economic conditions of many major businesses in the U. S. in the last half of 1960 and in 1961, the frenzied shoving for positioning in the 1961 television year seems to presage prosperity and boom times.

It is evident that certain large advertisers in the food, soap, drug, tobacco, and automotive fields are convinced they must be in television for competitive reasons; and in order to get the best times they must move early and make full commitments.

■ As reported here earlier, the networks have assumed a hard position not only in respect to their own programs being locked in the schedule, but even marginal

Why settle for inquiries alone when your advertising can do SO MUCH MORE!

FOOD Engineering delivers inquiries from responsible food plant management men.

See ad action table, first item – *193 buyers sent an inquiry*. Note also, 101 contacted company direct . . . 47 wrote for samples . . . 19 asked for estimate. And especially the 76 who grabbed the phone and called the nearest local representative.

But there's so much more action FOOD Engineering gives you for your advertising dollar. Look what happens when the FE reader is really stirred up:

140 TALKED TO OTHER MANAGEMENT MEN
58 RECOMMENDED TO OTHERS

But why stop here? Does advertising in FOOD Engineering sell equipment, ingredients, packaging materials, plant supplies? Here's your answer:

93 BOUGHT THE PRODUCT
116 OPENED NEW SUPPLY SOURCE

Now you know what to expect when your advertising goes to work on FE's entire paid audience of 28,400 plus 52,000* pass-along readers. You don't have to choose between inquiries and sales here. FOOD Engineering delivers *both* . . . and a lot of buyer action in between.

**McGraw-Hill Field Research, 1958-59*

CHECK THESE 1,141 AD ACTIONS BY 400 FOOD ENGINEERING SUBSCRIBERS	
193	Sent an inquiry ✓
101	Contacted company direct
47	Wrote for samples
19	Asked for estimate
76	Called local representative
140	Talked to other management men ✓
58	Recommended to others
93	Bought the product ✓
116	Opened up new supply source
204	Resold on present supplier
94	Filed ad for future use
1,141	

FOOD ENGINEERING
For Better Management in Manufacturing, Packaging and Marketing

A McGraw-Hill Publication, 330 W. 42d St., New York 36, N. Y. ABC ABP

Reserve your advance copy of this new booklet. Learn "how-much-more" seven different advertisers got from their FE campaigns . . .

FOOD Engineering, Att: Research Director
330 West 42d St., New York 36, N.Y.

Please reserve my advance copy of helpful new booklet, "Action/Reaction."

NAME_____ TITLE_____

COMPANY_____

ADDRESS _____

times, against entrenched leading programs, are being sold in one of the earliest selling seasons known to this industry.

Had there been buyer resistance at some stage of the game, advertisers would have been able to place their own programs on networks in prime time, or even make a favorable deal on reduced prices or a short term basis.

Since it is apparent that legislation may be introduced to license networks, this has served as an inducement for them to firmly direct programming. This and the shortage of prime time have led to some sentiment for a fourth network, and some muttered threats on the part of independent packagers with shows sold to advertisers, to sue to break this monopoly.

■ Since it is common for a network to demand, and get, up to 50% of the net profit of a program they schedule or try to sell, there is something of a conflict of interest that legislation may correct. Few producers object to this demand if the networks put up money for a pilot and for script. It is only when a network does nothing but schedule a program and demands 50%, plus rights to syndicate the program at premium prices, that the producers yell "foul."

The networks are in the driver's seat. Business is booming and they are unchallenged in their decisions on programming. The next course should be kindness to advertisers, since there is a severe strain currently as advertisers come to a network with their hats in their hands, and a program they like. The networks are polite but firm in their refusal on the grounds of "balanced programs." Then the donnybrook starts and hard words lead to bitter relationships.

■ Over the years advertisers have become very angry at networks and have taken revenge by yanking all shows off one network or the other. The result has always been the same—loss of audience and ultimate return to doing business with all networks. The reverse anger from a net directed at an advertiser or his agency has also been short lived and pride has been swallowed as the temper tantrum gives way to good business judgment.

The same innate urge to boycott has been even more applied to talent agencies. Once again the crawlback comes when the desirable talent is handled by the undesirable agent. No business judgment then can afford pride.

■ The purpose of this reporting of the facts of the early buying season in television is to caution sensitive advertisers that supply and demand and government programming pressure are imposing a way of life that must be accepted. There is no reason for short tempers or wishful thinking. Recognizing a fact and taking advantage of it at the bargaining table is the hallmark of the mature business man.

Proper interpretation of new discounts, sound projections of competitive positions, cross-commercials positioned to get maximum unduplicated audience, and high circulation at low cost per thousand, are many times more valuable than an advertiser and agency rushing into a network clutching a new program of dubious value with overwhelming odds against its success.

■ The tough attitude of the networks is a blessing in disguise. No longer will an ad director have to face his management and explain how he "guessed wrong." Instead, he will blame those "idiots at the network" and go to work on make-good additional spots, program contributions or a new program quickly inserted at network expense if things come a cropper.

Instead of grousing about the new way of life, the agencies and advertisers should address themselves to negotiating for guaranteed circulation for their network participations, or a prorated rebate. Then, of course, there is the small task of handling the first job of the agency—to produce a top drawer commercial that compels a mass audience, delivered by the program, to buy the merchandise or service advertised. #

The Creative Man's Corner . . .

Impressive Statistics, But—

Here is another ad from one of the New York papers—for the New York Telephone Co. As you can tell from the headline, it imparts the information that 30¢ of every telephone dollar goes, not for service, but for taxes.

30¢ of every telephone dollar you spend goes—not for your service—but for taxes!

No other household service in New York State is so overtaxed as your telephone. Yet none is more essential to you.

• In New York State you pay 69% higher state and local telephone taxes than the average in other states.

• You pay higher telephone taxes than in any state but one.

• Your telephone tax load is 4 to 5 times heavier than the tax on most other things you buy.

• You and other telephone users in New York pay 1/5 of all state and local telephone taxes in the country.

• You even pay – as a part of your telephone bill – a "real estate" tax on the telephone instrument in your home or business. No other similar equipment on your premises is taxed as real estate.

• And you pay a 10% Federal excise tax too.

As a result, 30¢ of every telephone dollar you spend goes just for taxes!

Congress has voted to let the excise tax expire June 30 because it is unfair and discriminatory. It should be allowed to expire and it should not be picked up as a state tax.

Excessive taxation has helped bring the railroads to their present unhappy state. This should not be allowed to happen to telephone service.

NEW YORK TELEPHONE COMPANY

The copy then goes down the line to tell New Yorkers they pay 69% higher state and local telephone taxes than the average in other states, that they pay higher telephone taxes than in any state but one, that the telephone tax is four to five times heavier than the tax on most other things they buy, that telephone users in New York pay one-fifth of all state and local telephone taxes in the country and even pay a "real estate" tax on the telephone in their home or business, as well as a 10% federal excise tax. "Excessive taxation," it says in closing, "has helped bring the railroads to their present unhappy state. This should not be allowed to happen to telephone service."

Well, we find this an impressive array of statistics. However, it appeals to our concern about taxes and, from what we read in a recent survey, people are taking rising prices and high taxes for granted. Sad but apparently true. And as for the railroads, few industries could have been used for comparison which enjoy so little public sympathy.

We think this ad could have been vastly improved by asking telephone users if they would like to have their monthly telephone bill cut by a third—and then telling them what to do to bring this about. After reading the ad as presented, one is left with little to do but cluck and shake his head. #

Agencies Ask Us . . .

Let's All Agree on What We Mean by Profits

By Kenneth Groesbeck
Advertising Agency Consultant

I knew I stuck my neck out in that April 11 piece on fees, when I said agencies have vague ideas on what they mean by profits. Sure enough, a Michigan agency head wrote to me, agreeing on the wide variation of opinion on what constitutes profits but asking me to define what the term means in my book.

Kenneth Groesbeck

First, we should note how important it is to interpret the term properly. All agency valuations, so necessary in merging or selling stock to individuals, are based primarily on profits. Apart from net quick assets such as cash and depreciated furniture and fixtures, an agency is worth what it makes—usually its yearly average profits after taxes, multiplied by from four to eight, according to the estimated retention time of the accounts involved. We might call this number the "stability factor."

How we can get confused on profits is indicated by quoting authorities, noting their divergencies and the differing bases on which they figure.

Frederic Gamble, president of the Four A's, in the *Harvard Business Review*, Nov.-Dec., 1959, says that association agency profits for 1958 averaged 3.23% of gross income, or ½ of 1% on billings. *Printers' Ink*, July 10, 1959, sets average agency profits as "less than 10% before taxes" noting that this amount, presumably figured on gross income, should be doubled, (I agree heartily) and remarks that net income runs from 1½% to 3% for the largest agencies, not stating whether this figure is before or after taxes. Ernest A. Jones, in AA last July 13, sets 1957 average agency profits at 4.1% on the gross, presumably after taxes, or 6/10 of 1% net. Ira Rubel, in *Printers' Ink Guide to Marketing*, 1958, sets 1958 profits of agencies reporting at 9.74% on gross before taxes, 1.46% on billings before taxes.

■ Quite probably, all these authorities would agree, if we could get them to talk about the same thing, using accepted terms and definitions. I submit, however, that any agency man, me included, begins to tear his hair when he tries to extract some agreement from these figures.

The confusion stems from variations in opinion on whether we should figure and state profits as a percentage of gross income or as a percentage on billings. Other causes of confusion are the different accounting procedures for the various moves which take place between gross and net profits. The intricacies of our tax laws are responsible for many of these divergencies, because accountants naturally differ in interpretations and procedures, in their endeavors to save their clients' tax money.

Agency *gross profits* are easy to state and define. These are the monies the agency makes on its operations, *before* such optional deductions as bonuses, and profit sharing, and *before* federal taxes. This gross profit, according to the authorities I have quoted above, apparently averages around 10% of gross income. *Printers' Ink* says agencies should shoot for double this amount, and I have recommended, in my agency expense formula, that 3/15 of gross income be set aside for profits. This corresponds with the 20% recommended.

A million dollar billing then averages agencies who gross 15% an *income* of $150,000 from which they pay salaries and all other expenses, and a gross *profit* of $15,000. From this they pay all extra remuneration for owners, all profit sharing for employes, and federal taxes. I have recommended that this gross profit be split three ways—among owners, profit sharing, and capital increase for the agency. It is on this last third—the cash ploughed back into the business for working capital—that we pay federal taxes. And we don't pay any corporate taxes under the 1958 law, if we elect to pay the government personal taxes instead—if we are a small corporation with less than 10 stockholders.

Since the agency business is in a state of flux at present so far as percentages earned on billings are concerned, (this varies from 15% to perhaps 25%) we would do better to think about profits in terms of what portion they constitute of gross income.

■ I believe that agency profits should be stated before taxes. In evaluating the agency, this is the point before profits are utilized for additional compensation for owners and for profit sharing. In the end valuation, only federal taxes or optional personal taxes need be deducted from this figure to arrive at the agency's real earning power, and consequently its value. In evaluating agencies, we frequently encounter cases where the owners have elected to take all the available profits. Here, the agency is technically without earnings, and consequently valueless, which is clearly absurd.

Often we are confused by expressing agency profits as percentages on "billings." These amounts are gross space and time costs, plus capitalized fees. If the agency is working on a 15% basis, a $100 fee is expressed as $666 in "billings." Gross profit percentages in relation to billings may vary from 15% to as much as 25%, and we get very mixed up when we continue this sort of figuring down to net profits. I feel it is far less confusing, if we state profits in relation to gross income.

In my book, an agency should set aside 1/5 of its projected *gross income* for profits, and operate on what is left. According to its scale of charges, a million dollar agency should thus show a gross profit of from $30,000 to $40,000.

Let's agree, then, that "profits" mean "*before federal taxes.*" Let's express them as a percentage or a fraction, as you prefer, of *gross agency income*. Then we'll all be talking the same language. #

Make your one-color printing more "palette-able" by printing with colored ink on colored paper. You get pleasing, eye-catching effects with only **one** run of the press.

The added cost is negligible. Colored inks cost only a little more than black inks; colored papers cost only a little more than white papers of equal quality.

So here's an idea which, when applied to any press run, long or short, can result in great economy, actually giving a "two-color"* effect with one-color printing.

Ask your nearby merchant (see other side) for samples of various grades of Beckett colored papers—offset, text, cover.

HOW TO PUT COLOR INTO YOUR PRINTING

at little more than the cost of black and white

*A multi-color effect can be secured by screening certain areas as we have done in our illustration.

Write for a FREE copy of our demonstration packet titled "How to Put Color Into Your Printing". Contains 12 samples of actual pieces printed in colored ink.

BUCKEYE-BECKETT PAPERS

THE BECKETT PAPER COMPANY • Makers of Good Paper in Hamilton, Ohio, Since 1848

THESE LEADING MERCHANTS SELL BUCKEYE COVER

ALABAMA
- Graham Paper Company — Birmingham
- Sloan Paper Company — Birmingham
- Partin Paper Company — Mobile

ARIZONA
- Butler Paper Company — Phoenix
- Graham Paper Company — Phoenix
- Graham Paper Company — Tucson

ARKANSAS
- Roach Paper Company — Little Rock

CALIFORNIA
- Butler Paper Company — Long Beach
- Butler Paper Company — Los Angeles
- Pacific Coast Paper Company — Oakland
- Butler Paper Company — San Diego
- Pacific Coast Paper Company — San Francisco

COLORADO
- Butler Paper Company — Denver
- Graham Paper Company — Denver
- Butler Paper Company — Pueblo

CONNECTICUT
- Carter Rice Storrs & Bement, Inc. — Hartford
- Henry Lindenmeyr & Sons — Hartford
- Carter Rice Storrs & Bement, Inc. — New Haven
- Henry Lindenmeyr & Sons — New Haven

DISTRICT OF COLUMBIA
- The Barton, Duer & Koch Paper Company
- Stanford Paper Company

FLORIDA
- Jacksonville Paper Company — Jacksonville
- Everglade Paper Company — Miami
- Central Paper Company — Orlando
- Capital Paper Company — Tallahassee
- Tampa Paper Company — Tampa

GEORGIA
- Sloan Paper Company — Atlanta
- Macon Paper Company — Macon
- Atlantic Paper Company — Savannah

ILLINOIS
- J. W. Butler Paper Company — Chicago
- James White Paper Company — Chicago
- J. W. Butler Paper Company — Peoria

INDIANA
- Butler Paper Company — Evansville
- C. P. Lesh Paper Company — Evansville
- Butler Paper Company — Ft. Wayne
- The Central Ohio Paper Company — Indianapolis
- The Chatfield Paper Corporation — Indianapolis
- C. P. Lesh Paper Company — Indianapolis
- Mid-States Paper Company — Terre Haute

IOWA
- J. W. Butler Paper Company — Cedar Rapids
- Western Newspaper Union — Des Moines
- Weber Paper Company — Dubuque
- Western Newspaper Union — Sioux City

KANSAS
- Butler Paper Company — Wichita
- Graham Paper Company — Wichita

KENTUCKY
- Graham Paper Company — Louisville
- Louisville Paper & Mfg. Co. — Louisville
- Rowland Paper Company — Louisville

LOUISIANA
- Butler Paper Company — New Orleans
- Graham Paper Company — New Orleans
- Western Newspaper Union — Shreveport

MAINE
- Carter, Rice & Company Corporation — Augusta

MARYLAND
- The Barton, Duer & Koch Paper Co. — Baltimore
- Stanford Paper Company — Baltimore

MASSACHUSETTS
- Carter Rice Storrs & Bement, Inc. — Boston
- Lindenmeyer Paper Co., Inc. — Boston
- Carter Rice Storrs & Bement, Inc. — Springfield
- Carter Rice Storrs & Bement, Inc. — Worcester

MICHIGAN
- Butler Paper Company — Detroit
- The Union Paper & Twine Company — Detroit
- Central Michigan Paper Company — Grand Rapids
- The Union Paper & Twine Company — Jackson

MINNESOTA
- Carpenter Paper Company — Duluth
- Butler Paper Company — Minneapolis
- Graham Paper Company — Minneapolis
- Inter-City Paper Company — Minneapolis
- Inter-City Paper Company — St. Paul

MISSISSIPPI
- Graham Paper Company — Jackson

MISSOURI
- Butler Paper Company — Kansas City
- Graham Paper Company — Kansas City
- Butler Paper Company — St. Louis
- Graham Paper Company — St. Louis
- Butler Paper Company — Springfield

MONTANA
- Western Newspaper Union — Billings
- Yellowstone Paper Company — Billings
- Ward Thompson Paper Company — Butte

NEBRASKA
- Western Newspaper Union — Lincoln
- Western Paper Company — Omaha

NEW JERSEY
- Henry Lindenmeyr & Sons — Hillside

NEW MEXICO
- Butler Paper Company — Albuquerque
- Graham Paper Company — Albuquerque

NEW YORK
- The Hudson Valley Paper Company — Albany
- The Alling & Cory Company — Buffalo
- The Union Paper & Twine Company — Buffalo
- The Alling & Cory Company — New York City
- Miller & Wright Paper Company Division of The Alling & Cory Co. — New York City
- Bulkley, Dunton & Company — New York City
- Henry Lindenmeyr & Sons — New York City
- Marquardt & Company, Inc. — New York City
- Nelson-Whitehead Paper Corp. — New York City
- The Alling & Cory Company — Rochester
- The Alling & Cory Company — Syracuse
- Troy Paper Corporation — Troy
- The Alling & Cory Company — Utica

NORTH CAROLINA
- Henley Paper Company — Asheville
- Caskie Paper Company, Inc. — Charlotte
- Charlotte Paper Company — Charlotte
- Henley Paper Company — High Point
- Raleigh Paper Company — Raleigh

NORTH DAKOTA
- Western Newspaper Union — Fargo

OHIO
- The Chatfield Paper Corporation — Cincinnati
- The Cincinnati Cordage & Paper Co. — Cincinnati
- The Diem & Wing Paper Company — Cincinnati
- The Whitaker Paper Company — Cincinnati
- The Central Ohio Paper Company — Cleveland
- The Union Paper & Twine Company — Cleveland
- The Central Ohio Paper Company — Columbus
- The Central Ohio Paper Company — Dayton
- The Cincinnati Cordage & Paper Co. — Dayton
- The Central Ohio Paper Company — Toledo

OKLAHOMA
- Graham Paper Company — Oklahoma City
- Beene Paper Company — Tulsa
- Taylor Paper Company — Tulsa

OREGON
- West Coast Paper Company — Portland
- Fraser Paper Company — Portland

PENNSYLVANIA
- Garrett-Buchanan Company — Allentown
- Lehigh Valley Paper Corporation — Allentown
- The Alling & Cory Company — Harrisburg
- Bock Paper Company — Harrisburg
- Garrett-Buchanan Company — Lancaster
- Garrett-Buchanan Company — Philadelphia
- D. L. Ward Company — Philadelphia
- The Alling & Cory Company — Pittsburgh
- The Chatfield & Woods Co. of Pa. — Pittsburgh
- Garrett-Buchanan Company — Reading
- Elm Paper Company — Scranton

RHODE ISLAND
- Carter Rice Storrs & Bement, Inc. — Providence

SOUTH CAROLINA
- Palmetto Paper Company — Columbia

SOUTH DAKOTA
- Sioux Falls Paper Company — Sioux Falls
- Western Newspaper Union — Sioux Falls

TENNESSEE
- Graham Paper Company — Chattanooga
- Sloan Paper Company — Chattanooga
- The Cincinnati Cordage & Paper Co. — Knoxville
- Graham Paper Company — Knoxville
- Graham Paper Company — Memphis
- Graham Paper Company — Nashville

TEXAS
- Graham Paper Company — Dallas
- Southwestern Paper Company — Dallas
- Graham Paper Company — El Paso
- Southwestern Paper Company — Ft. Worth
- Graham Paper Company — Houston
- Southwestern Paper Company — Houston
- Graham Paper Company — Lubbock
- Graham Paper Company — San Antonio

UTAH
- Western Newspaper Union — Salt Lake City

VIRGINIA
- Caskie Paper Company, Inc. — Lynchburg
- Epes-Fitzgerald Paper Company, Inc. — Norfolk
- Epes-Fitzgerald Paper Company, Inc. — Richmond
- B. W. Wilson Paper Company — Richmond

WASHINGTON
- West Coast Paper Company — Seattle
- Independent Paper Company — Spokane
- Allied Paper Company — Tacoma

WEST VIRGINIA
- Copco Papers, Inc. — Charleston
- The Cincinnati Cordage & Paper Co. — Huntington

WISCONSIN
- Standard Paper Company — Appleton
- Steen-Macek Company — Green Bay
- Standard Paper Company — Madison
- Bauer Paper Company — Milwaukee
- Standard Paper Company — Milwaukee
- Standard Paper Company — Wisconsin Rapids

EXPORT AGENTS:
- Bulkley, Dunton Paper Co., S.A. — New York City
- Castex Paper Export Co. — New York City
- Champion Paper Corporation, S.A. — New York City
- Silleb, Inc. — New York City
- Pamco Incorporated — San Francisco

CANADIAN AGENTS:
- Clark Papers, Ltd. — Calgary, Alberta
- Smith, Davidson & Lecky, Ltd. — Calgary and Edmonton, Alberta
- T. B. Little Papers, Ltd. — Montreal, Quebec
- McFarlane Son & Hodgson, Ltd. — Montreal, Quebec
- Whyte-Hooke Papers, Ltd. — Toronto, Ontario
- Wilson-Munroe Company, Ltd. — Toronto, Ontario
- Coast Paper Company, Ltd. — Vancouver, B. C.
- Mid-West Paper Sales, Ltd. — Winnipeg, Manitoba

This is BUCKEYE COVER, Lemon Yellow, Antique Finish, 50 lb.

Salesense in Advertising . . .

Advertising Faces Two Problems

By James D. Woolf
Creative Consultant

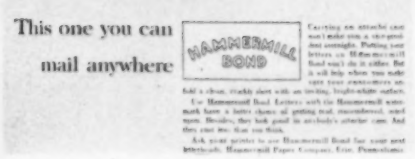
Is advertising losing its status as a respectable and honorable business? Do American consumers of average intelligence believe it and trust it? Is their credulity challenged by its all too frequent exaggeration and misrepresentation? Is the consumer confused by advertising's deluge of highly controversial, competitive claims?

James D. Woolf

I have a letter from a reader of this column, the president of a regional radio network, which asserts that people don't give a damn. "The consumer," he writes, "views advertising's peccadilloes with amused tolerance."

■ I do not agree. All my experience supports the fact that the public recognizes and *respects* honest and dignified advertising. I use the term "respects" deliberately. For loss of public respect threatens the effectiveness of advertising today as never before. One reason is the tv and payola mess, and the wide publicity now being given to the activities of the FTC and other government bodies.

But there is still another reason for loss of respect which has but little to do with honesty. I refer to the increasing silliness and inanity of much advertising. The two examples shown here, clipped from current magazines, are not likely to enhance the public's opinion of advertising as a serious and trustworthy activity. But far more damaging is what we see and hear on tv's station identification breaks. For silliness, idiocy, and utter nonsense, local tv commercials are simply beyond belief. Every day the country is inundated hour by hour with a deluge of these imbecilic spots. The low caliber of local television and radio cannot possibly add to the stature of advertising.



The two ads shown here are typical of a trend in all forms of media and not television alone. These ads are not deceptive or misleading. They are simply childish and silly, and in no way are they a salute to the intelligence and good sense of the reader.

The future of advertising faces two problems: the first is *misrepresentation*, the second is *silliness*. #

On the Merchandising Front . . .

New Measurements Needed on Chain Distribution

By E. B. Weiss

It has been fairly customary for some years for manufacturers to evaluate their distribution within a chain on the basis of the number of stores in a chain that stocked the item or line. Thus, if a chain operates 100 stores and a manufacturer is adequately inventoried in 75 of those stores, then, presumably, he has a good 75% coverage in that chain.

E. B. Weiss

But that may be presuming too much. Much too much.

Back in the days when the various store units in a chain were all within a narrow size range, this rough appraisal of distribution within a chain may have been reasonably accurate. But today, in most chain organizations —food, drug, variety, hard and soft goods —the size variation between the larger units in the chain and the smaller store units will be enormous. Giant store units may be as much as 1,000% larger than the old bantam units.

■ One consequence is that practically all chains account for a growing percentage of their total volume in a declining percentage of their total store units. Example: A food super chain operates a total of 543 stores. Of that total, 346 account for no less than 92% of the chain's total sales! Expressed another way—197 of the stores in this chain account for only 8% of its sales total!

Clearly, a manufacturer whose item or line is stocked primarily in the 197 small stores of this chain is being given mighty poor exposure to this chain's total shopping traffic.

The situation dramatized by the above figures is not at all extraordinary. In 1960, in the majority of chains in most fields, some 50% of the store units will account for from 70% to 90% of total chain-wide volume. Moreover, this concentration of volume into fewer and fewer store units of the various chains promises to accelerate over the next few years as all chains concentrate on giant one-stop store units.

■ Even these figures, however, do not show the distribution picture in its true light, and for this reason: The section in which a manufacturer's line is stocked may be puny in the small store unit. In the giant store unit, this section may be large; with full assortments; with dramatic display; and, of course, with vastly more traffic milling in front of it.

Of course, some manufacturers have classified their distribution within a chain by the chain's own classification system—"A" store units, "B" store units, etc. But in most instances, these classification systems do a poor job of analyzing the current store setup of the chain—store setups have changed more dramatically than usually is evidenced by these out-moded classification systems.

■ It would be appropriate, therefore, for many manufacturers selling through the various types of chains to re-examine their distribution within each chain to determine whether their store-by-store inventory is in step with this broad trend by the chains toward accounting for expanding percentages of total volume in a shrinking number of store units.

It is entirely probable that, within three to five years, the chains in most fields will be accounting for a larger-than-ever volume in a smaller-than-ever store-unit total. In many chains, by 1965, 75% of the total volume will be done in a total number of store units equal to only 25% of the total stores operated by the chain in 1955.

If that formula is reasonably correct—then some manufacturers are already losing distribution exposure in their chain outlets because they have not won stronger representation in the new giant outlets.

BIZ QUIZ

Lester Leber

Compiled by Lester Leber

Contributions to this department will be welcome. Answers on Page 104.

1. Last year's biggest spender in U. S. magazines and network tv was
   (A) Procter & Gamble (B) General Motors (C) General Foods
2. World's largest advertiser is
   (A) Esso (B) Unilever (C) Coca-Cola
3. Media group with last year's healthiest percentage gain in advertising revenue is
   (A) Newspapers (B) Magazines (C) Television
4. Monthly magazine that sells highest total of advertising pages is
   (A) Popular Mechanics (B) Fortune (C) Holiday
5. Reader's Digest is celebrating an advertising anniversary. It began to accept paid space in April of
   (A) 1945 (B) 1950 (C) 1955
6. Selling price most used by daily newspapers is
   (A) 5¢ (B) 7¢ (C) 10¢
7. NBC's cost for sponsoring its tv election package (40 hours of conventions plus 3 hours of returns) is
   (A) $1,000,000 (B) $3,000,000 (C) $5,000,000
8. Of the 1¾ hours that the Jack Paar show is on the air the time devoted to commercials is
   (A) 11 minutes (B) 22 minutes (C) 33 minutes
9. Advertising agency with last year's biggest total of domestic billings was
   (A) J. Walter Thompson (B) BBDO (C) McCann-Erickson
10. Of the nation's total advertising expenditure the share that goes to food and food products is
    (A) 3% (B) 10% (C) 17%
11. Amount of time spent by average shopper in a supermarket is
    (A) 18 minutes (B) 27 minutes (C) 36 minutes
12. Among the 70,801,000 Americans under 19 years of age there are
    (A) More girls (B) More boys (C) The same
13. Burlington Industries is the world's largest producer of man-made fiber fabrics. Its annual sales are
    (A) $8,000,000 (B) $80,000,000 (C) $800,000,000
14. What portion of payroll costs is devoted to "fringe benefits" (not included in hourly wage statistics)?
    (A) 5% (B) 10% (C) 25%
15. Average worker spends the largest number of hours at
    (A) Sleep (B) Work (C) Leisure
16. No. 1 source of income for American philanthropies is
    (A) Individuals (B) Corporations (C) Foundations
17. Among the three important sources of imported whisky the leading country is
    (A) Scotland (B) Ireland (C) Canada
18. America's biggest bank is
    (A) Chase Manhattan (B) Bank of America (C) National City
19. Average weekly attendance at movies is
    (A) 10,000,000 (B) 25,000,000 (C) 40,000,000
20. Among spectator sports the largest attendance is registered by
    (A) Thoroughbred and harness racing
    (B) Major and minor league baseball
    (C) Collegiate and professional football

The Peeled Eye Department . . .

Housewife Stops Ad Breath All Day

By Dick Neff

Cavities Found in Toothpaste Commercials

"A friend of mine had been watching television with his wife," writes Andy Halmay of L. W. Frohlich Co., New York City.

"After a particularly cute commercial for Ipana, his wife said: 'Now there's the kind of commercial I like. Cute, entertaining, cheerful.'

Dick Neff

"My friend asked her why she didn't buy the product if she liked the commercial so much? 'After all,' he said, 'you could show your gratitude in this way.'

"She thought for a second and replied, 'Well, the trouble is, I don't really believe in it!' This made him raise his eyebrows. Aha! Here is an opportunity for some research, he thought.

" 'Which toothpaste commercials do you believe?'

" 'Oh, that invisible shield . . . the one with Gardol,' she replied.

" 'Then why do you always buy Gleem?' he asked.

"She looked at him innocently and said, 'Well, isn't *that* the one with Gardol?' "

"Are you sure this is the way to Canarsie?"
Of course I'm sure. I read it in Newsweek
The different newsweekly for communicative people

What Are the Models Saying? (continued)

We are reproducing, here, a *Newsweek* ad we showed in this column (AA, March 7), which pictured a fancy room with some fancy furniture which apparently contained two distinguished gentlemen conversing in the usual *Newsweek* manner ("Are you sure?" "Of course I'm sure. I read it in *Newsweek*.").

"What," we asked, "do you suppose those models *really* are saying?"

J. W. McGinley Jr., copywriter at Sears, Roebuck & Co., Birmingham, suggests that one of them is really saying "This filter is recessed 2.46941 inches."

Another correspondent encloses an exchange which, says he, he overheard in a plane over the Himalayas.

The headline he put on this Wild Blue Yonder ad, in case you can't read it clearly, is: "Are you *sure* this is the way to Canarsie?"

Ad-ecdote Department

"We pass this story along in the hope that it may prove to be of gentle warning to others," writes Stanley Warner of Warner National Inc., Syracuse, N. Y.

"Like other agencies, we maintain a consistent direct mail and personal call campaign for new business.

"One of our junior account executives received a phone call from (someone in) Syracuse's newest, but fast expanding industry.

" 'Could you drop around and discuss an advertising campaign with us?' the caller asked.

" 'Of course,' answered our bright young man, 'and can you tell me how you happened to select us?'

" 'Surely,' came the bomb, 'The Blank agency was recommended and we called them—but their phone was busy!'

"Phone calls are very brief around here, nowadays!"

Or Is It Something for the Birds?

"Here is the ring, the feel, the smell of truth," says this advertisement for "The Unforgiven," a United Artists release, which somehow contrived to get all these artists into the same photograph without —apparently—any of them trying to steal the scene.

Tony Perone, an artist turned copywriter, who called this to our attention, points to the object over the head of the last cowpoke on the right, under the last cow on the right, and wonders how did that air conditioner get in there with all that smell of truth? #

From an Art Director's Viewpoint . . .

The Eyes Don't Have It

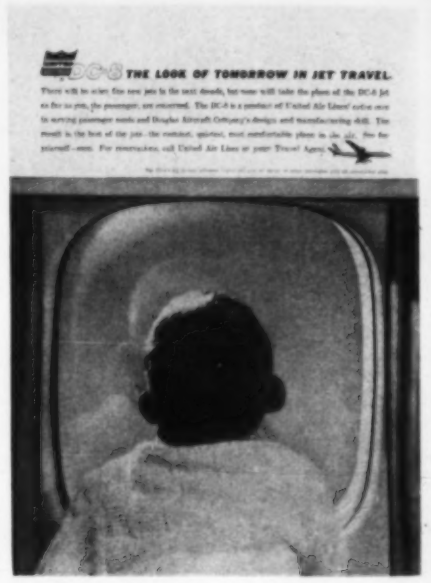
By Andy Armstrong

"Look" was once an advertising word that directed the reader toward some big new idea you thought you had for him, but today it points him toward a crystal ball. He is urged to probe the future, shoulder to shoulder with star-gazing advertisers. He is invited to share their nuclear and electronic dreams of a brighter, richer, more hair-raising tomorrow.

Andy Armstrong

We find an increasing number of ads that promise, not the immediately available inventions that will add to our well-being or our status, not the amazing discoveries that will begin to lengthen our lives right now, but the indescribable (at least the advertisers have trouble describing them) conveniences and delights of that space-age universe just around the corner. That universe, according to the copy, will be bigger, cleaner, safer; cooler in summer, warmer in winter; full of radar-baked pie

First look at telesight



in the sky, and empty of push-button war; empty, too, of streptococci, and full of chemical engineering Ph.D.s—if all those terms are not outmoded by the time this goes to press. Meanwhile, we are told of the *look* of things to come, or we are asked to *look* at things to come. But how can we, when even the corporations who talk of these things show us pictures so clumsily at odds with the words?

■ Waiting for the future to begin, we would rather not look until they get the bugs out of it. From here, all we can make out through the magic spectacles of General Telephone is another General Telephone, unchanged except for size. It's smaller, like something you might get in a cereal package. And out United's window, past the little boy's head, United's "look of tomorrow in jet travel" is an unnerving blank.

On second thought though, maybe the pictures *are* relevant, showing us exactly what we can expect when tomorrow arrives. Smaller telephones for smaller people, and nothing, not even a buzzard, overhead. #

BIZ QUIZ

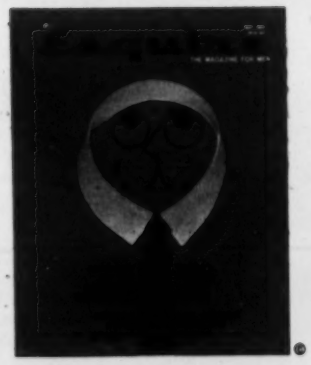
Answers to the questions on Page 103

1. (A) P&G nosed out GM with $54,830,632 against $53,691,864. (P&G was #1 in tv and GM led in magazines.)
2. (B) To reach 1.8 billion people in the free world, Unilever spends well over $200 million annually, less than half of it in the U. S.
3. (B) Magazines were up 13%; tv 11%; newspapers 10%. Total ad expenditure reached $11.09 billion in 1959.
4. (B) Although 7 weeklies understandably carry more advertising than Fortune, in 1959 it once again led the monthlies in pages of advertising.
5. (C) It's RD's 5th birthday as an advertising medium. April's issue is largest in its 39-year history.
6. (A) Although the ranks of 5¢ newspapers are dwindling, there are still 921. 505 have gone to 7¢ and 222 are at 10¢.
7. (C) $5,100,000 is the cost for a single tv sponsor. Radio runs an additional $540,000.
8. (B) Although it may seem much more, 22 to 23 minutes of sell are usually included in Paar's 105 minutes on the air.
9. (C) Although JWT still leads in total billings, McCann went into first place for U.S. advertising during 1959.
10. (C) Department of Agriculture states that 17% to 20% of advertising is devoted to foods. 1,100 producer organizations have promotion programs but most of the effort comes from processors, distributors and retailers.
11. (B) 5 years ago it was 18 minutes but today its 27, according to a recent DuPont survey.
12. (B) There are 1,379,000 more boys than girls.
13. (C) In its last fiscal year, Burlington did $805,450,222 and earned $27,642,895.
14. (C) One-quarter of payroll costs go into group insurance, unemployment benefits, Social Security, pensions and paid vacations.
15. (A) Each week he sleeps 56 hours, devotes 45½ hours to leisure and works 40 hours.
16. (A) Of the $7.8 billion contributed in 1959, $6.1 billion come from individuals, 700 million from foundations and 526 million from corporations.
17. (A) We import over 10 million gallons of Scotch a year. Canada sends us 6 million gallons. Ireland, about 50,000.
18. (B) The San Francisco institution has a comfortable lead with over 10 billion deposited as against 7 billion figures for its two New York rivals.
19. (C) 41,954,000 Americans went to the movies during an average week last year. Drive-ins gained 13% and conventional theaters went up 3% in paid admissions.
20. (A) Last year the horses drew over 55 million. Organized baseball had 31 million customers. Football admissions reached 22 million.

golfer's
gold

PHOTO: EMMA GENE HALL

A PAGE OUT OF MAY ESQUIRE. Canyon Gold...
sportswear's newest fashion color for Spring and Summer.



AUTHORITY IN A MAN'S WORLD

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Courageous, Energetic Leaders Needed in Business, He Says

To the Editor: According to the Newcomb-Sammons report in your March 21 issue on author Cameron Hawley's talk at the American Management Assn.'s mid-winter personnel conference on the quality of leadership, he turned in a first-rate performance. Unless Mr. and Mrs. Newcomb, for whose competence I have great respect, omitted something significant, Mr. Hawley's platform performance must have been more impressive than the wisdom or information he imparted. To analyze the ills of management as much to the point as Mr. Hawley did and to then come up with the conclusion that what we need is the fire-breathing Old Man of yore back again, is pretty weak stuff.

I don't argue with Mr. Hawley's observations that we are beset with an abundance of weak-kneed managers, many of whom confuse democracy in management with management by committee. But to resuscitate a refurbished model of the authoritarian, table-pounding Old Man who, by the way, didn't do so well in the '20s and '30s and was replaced for cause, is hardly the answer.

Our need is one for courageous and energetic men who are willing to take carefully studied risks and who will attack the greatest waste prevalent in U. S. corporations today—unused brainpower.

"The quality of leadership is the determinative factor . . ." said Mr. Hawley. Precisely. But what is leadership? . . .

The kind of leadership we need to put American companies in fighting trim—which, Mr. Hawley rightly observed, most of them are not—will really move in on the greatest waste of all, that of not using the brainpower, talents, experience, ideas and enthusiasm most people are so ready and willing to give, while more often than not being denied the opportunities for doing so.

Ask whence the ideas for new products, the drive and push for innovation and purposeful planning are coming from. The answer: From the constantly widening range of middle management—that is, from people whose assignment is to get the job done. They need Mr. Hawley's whip-cracking ogre as much as they need the soft-willed compromiser and coordinator who does not lead.

What they need to get the job done well enough are courageous, energetic and competent leaders who will make policy decisions designed to build successful business and delegate the operating decisions to the doers . . .

Erwin H. Klaus,
Ernest L. Loen & Associates, Fresno, Cal.

• • •

We Wonder, We Wonder . . .

To the Editor: [Here's a] headline we can do without.

Harold E. Flint,
President, Harold E. Flint & Associates, Fargo, N. D.

• • •

Swedish Agencies Mistakenly Inflate Billings Figures

To the Editor: In your Feb. 29 issue, which I have just received, you give a list of 121 advertising agencies outside the U.S. and Canada and state their turnover in dollars.

Unfortunately, two of the Swedish agencies mentioned in this list, Wilhelm Anderssons Annonsbyra AB and Tessab AB, have been quoted to have higher figures than in reality. I have had a conversation with both my colleagues who are extremely sorry that through some kind of mistake they have given figures that they admit are very much on the high side. I think that they have misunderstood your instructions how to capitalize fees into turnover. They might have capitalized commissions received from media and by multiplying by 6.75 arrived at almost twice as big turnover as their real.

You will realize that from a public relations point of view the quotation of such utterly wrong figures might be unpleasant.

I would be glad if you could find opportunity to make a correction in your next issue. I would appreciate if this correction could be made in a prominent place in your magazine.

G. Tamm,
AB Svenska Telegrambyran, Stockholm.

AA is sorry if agencies in Sweden had difficulty interpreting our questionnaire. With Anderssons, which originally reported billings of $9,192,100, has already advised us of its mistake and corrected its total to $4,957,150 (AA, April 4). Tessab, which reported a volume of $6,616,664 (two-thirds of it in capitalized fees), has yet to inform us of any error.

• • •

Praise of All-Type Ad Draws Further Disapproval of CM

To the Editor: Perhaps I'm feeling cocky, having vented my spleen on Creative Man for his March 28 faux pas or, like the Indians from a Hopalong Cassidy movie, maybe I just hate him from another picture, but here we go again.

I don't object to old CM becoming ecstatic over an all-type ad (April 11), but his attempts to find something worth while in the ad to help bolster his obvious support of the contention of writin' fellers that art is merely the string around the package led me beyond sympathy.

He says, "—it reaches out and grabs your attention. Even without the word, 'amazing'." How'd he miss the words, "Remarkable" "New" "Scores" "Terrific" and "Hit!"—not to dwell upon the possible reactions to the word "Blade?"

I note he says, ". . . copy standing on its own two feet without benefit of art." Precisely my point, CM; art would have been beneficial to this ad.

C'mon, CM, read the thing again. Allowing for the liberties taken by copywriters in reporting a "wave of enthusiasm," the attempt throughout at word-of-mouth endorsement is too blatant to be credited as insidious, even.

May I suggest, in parting, that you consider reviewing the classified section of the *Times* in the near future. This might be followed with an article provocatively titled, "Old CM Takes a Wistful Look at the Liberal Use of Type and Like That in Current Telephone Directories." Think also of the fun you'd have with contracts, depositions,

always interested in the corporation's matter for the company president. He's tion's management, money is even why customers are important to him . . . for information makes them welcome financial resources—and sources.

An Advertising Man's Definition of Money

By Charles Farran,
President
The Griswold-Eshleman Company.

"In working so intently to solve client's marketing problems, we sometimes tend to forget the role money plays in these problems. To a corporation's management, money is even more than a fuel . . . it's the very reason for the corporation's existence.

"Money can't be a now-and-then matter for the company president. He's always interested in the corporation's financial resources—and sources. That's why customers are important to him . . . and that's why the financial community is important to him too.

"We are well aware of the role advertising plays in attracting customers for the corporation. We should never neglect the job advertising can do in the financial community. For here is a community made up of people whose quest for information makes them welcome the corporate communication—whether it be a financial statement or an advertisement.

"Finance, as company management well knows, is the beginning and end of the successful corporate trail. This makes finance a high-priority concern for the advertising man too!"

SPONSORED BY BARRON'S, THE NATIONAL BUSINESS AND FINANCIAL WEEKLY

YOU'LL WONDER WHERE YOUR BELLY WENT
—when you relax in your
SLIM-R® HEALTH BELT

Take inches off your waistline, feel like you've taken years off your age! SLIM-R's broad, powerful elastic belt pulls in sagging stomach muscles, holds internal organs in proper position. Improved posture relieves back strain, clears up painful backache almost instantly. No-gouge stays prevent wrinkling, rolling. Detachable pouch for easy laundering. Elastic fabric "gives" with body movement—no cor-set-like pressure. 30-day money-back guarantee. Order today—next best thing to the fountain of youth! Send waist measure. Check or money order. $4.98 postpaid. Buy two—one for change-off—and get a third pouch support FREE.

$4.98 POSTPAID

PIPER GRACE CO., Dept. EA 305
911 Wyandotte St. Kansas City 5, Mo.

Think of the directors of the companies you'd like most to do business with. Invariably, you will find at least one of the directors in each company is a professional in the world of money.

Money is the business of boards, so it's not surprising that top managements go so often to the financial community for corporate directors. It's not surprising, either, that so many advertisers use Barron's, the National Business and Financial Weekly, to reach these corporate directors . . . as well as people the directors are likely to turn to for advice: More than 25,000 Barron's subscribers serve on boards of directors, and over half of these influential people serve on two or more boards. More than a quarter, in fact, serve on three or more boards! Further, some 20,000 Barron's subscribers advise business organizations on financial matters.*

In Barron's, your advertising reaches over 100,000 financiers, businessmen and investors . . . the people others will ask about your company. Barron's can carry your message to these people—the core of the financial community—quickly, frequently and economically.

**These facts from a survey of Barron's subscribers by Benson and Benson, independent research specialists. For an easy-to-read booklet, summarizing the results of this survey, write or call any Barron's office.*

BARRON'S
. . . where advertising, too, is read for profit!

NEW YORK 50 Broadway · CHICAGO 711 W. Monroe St. · BOSTON 388 Newbury St. · LOS ANGELES 2999 W. 6th St. · CLEVELAND 1325 Lakeside Ave.

A Dow-Jones Publication

'Competitively Honest' Ad Runs into Obstacles

To the Editor: Congratulations on your fine editorial, "Competition Is Competitive," which appeared in your March 7 issue. It certainly hit close to home. Recently two farm publications refused to run the enclosed editorial style advertisement prepared for the Iowa State Fertilizer Institute. From the reprint line, you'll see a third farm publication [*Iowa Farm & Home Register*] accepted the ad for its February issue and repeated it again in March.

Just Which Is The Best Fertilizer?
Take a Close Look at All Three and You'll See...
IOWA STATE FERTILIZER INSTITUTE • P. O. BOX 420 • DES MOINES, IOWA

We sincerely believe that this ad, which points out the advantages of chemically combined granular fertilizer over liquid and blended fertilizers, is "competitively honest." The farm publication which ran the ad felt it was our prerogative to draw comparisons, if we wished, among the three types of fertilizers to better tell our story.

Peter J. Flynn,
Account Executive, Lessing Advertising Co., Des Moines.

prescriptions, "Dear Abby," "The Book of Hoyle" and the clever instructions printed on the back of bottle labels which, when read through the green liquid, gives one a feeling of participation and temporarily satisfies the prevalent need to return to the womb.

Hey, I've just received something in which you might be interested! It's a clearly itemized resume from the handy dispenser known as Your Friendly Neighborhood Tavern attesting to my intake ability. What's it worth to you to get a look at another composition which stands on its own two feet without benefit of art?

Frank Wade,
Creative Director, Arnold & Co., Denver.

• • •

Armco Story Points Up a Moral for Some Agencies

To the Editor: I read with great interest the Armco Steel Corp.'s "incognito" solicitation of advertising agencies (AA, April 4). I could not help but wonder if some of the agencies who receive this questionnaire will not now understand how publishers feel, who receive invitations to make a presentation from an agency on a "blind" account—usually an account that the agency does not have but is solicitating itself.

George L. Milne,
President, Domestic Engineering Co., Chicago.

• • •

Some Don't Want Premiums

To the Editor: Re: "Premium Crowds Out Product" in the March 14 "Voice of the Advertiser." Viva Lou Brendel! I stopped buying Ad detergent for just this reason. Bet a lot of others have, too.

Doris McNeil,
Eaton, Conn.

Mr. Brendel's wife was reaching the limit of her patience because unwanted premiums—like dinnerware—in the Ad packages were using up space she felt could be better filled with detergent.

• • •

Caracas IAA Convention Coverage Elicits Kudos

To the Editor: I want to drop you a note to tell you that we thought your reports on the Caracas IAA convention, published in the Feb. 29 and March 7 issues, were terrific.

Your reports are undoubtedly the most penetrating and accurate I've seen on the convention, including those published in the local press, despite their "home team" advantage.

J. Novas Jr.,
Publicidad Novas, Caracas, Venezuela.

•

To the Editor: Congratulations on the excellent coverage of the Caracas convention. Milton Moskowitz's keen observations do him credit . . . and no punches pulled!

R. J. Dovale,
R. J. Dovale Advertising, Curacao.

• • •

B.O.A.C. Ad Not 'Likeable, Efficient,' He Insists

To the Editor: "Tyler Picks Ten for March . . . Strike a Blow for Advertising—With Likeable, Efficient Ads" reads the byline and headline of your April 11 issue feature section.

Sounds real good, like Tyler is ready to show the ten best for March.

How, then, does the B.O.A.C. $26 "down" ad fit into this honored category of "Likeable, Efficient Advertising?" It seems to me that the standard ad practice of many retail merchants, misleading price ads, has simply been dressed up with shoes, the Royal Guard and a B.O.A.C. signature!

We all know you can't fly to Europe for the price of shoes, even shoes that cost $26, and just reading the two headlines gives the reader exactly this impression.

Also, it might well be that those who purchase $26 shoes also have the $257 that it takes for the ticket!

Let's be fair—across the board—when we criticize!

Wayne Flittner,
Account Executive, Ross, Flink & Associates, Peoria, Ill.

TESTED AND APPROVED
CONSUMERS INSTITUTE
non-profit
WASH. 1, D.C.

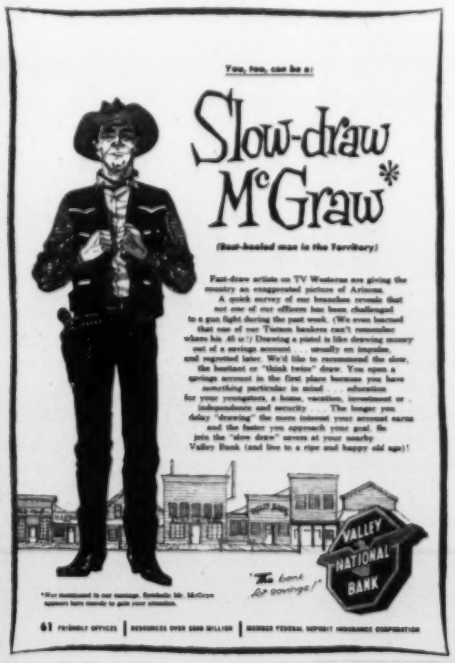
To qualify to display. Write 15 E St. NW Wash. 1, D.C.

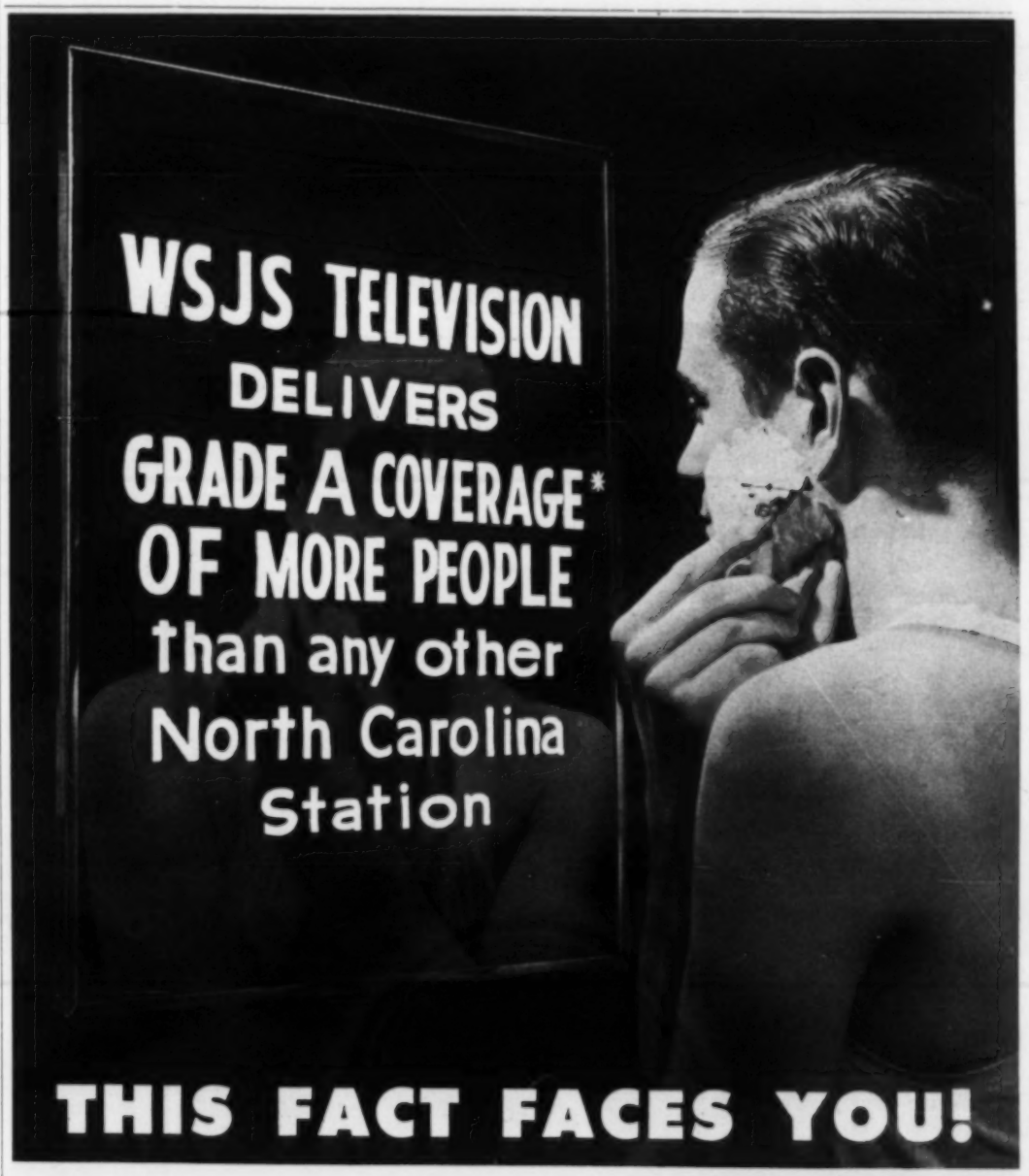
Honest Ad

To the Editor: Asterisk copy is our answer to CBS' "audience participation artificially augmented."

We can be honest, too!

Mert Reade,
Advertising Department, Valley National Bank, Phoenix.





PROOF:
In North Carolina's biggest metropolitan market, WSJS Television has maximum power of 316,000 watts and transmits from the area's highest tower, 2000 feet above average terrain. WSJS Television's extra strong signal provides Grade A Coverage for 1,410,700 people in the rich industrial Piedmont—the best coverage for more people than by any other North Carolina station.

WSJS television
Winston-Salem / Greensboro
MST

NBC CHANNEL 12
Headley-Reed, Reps.

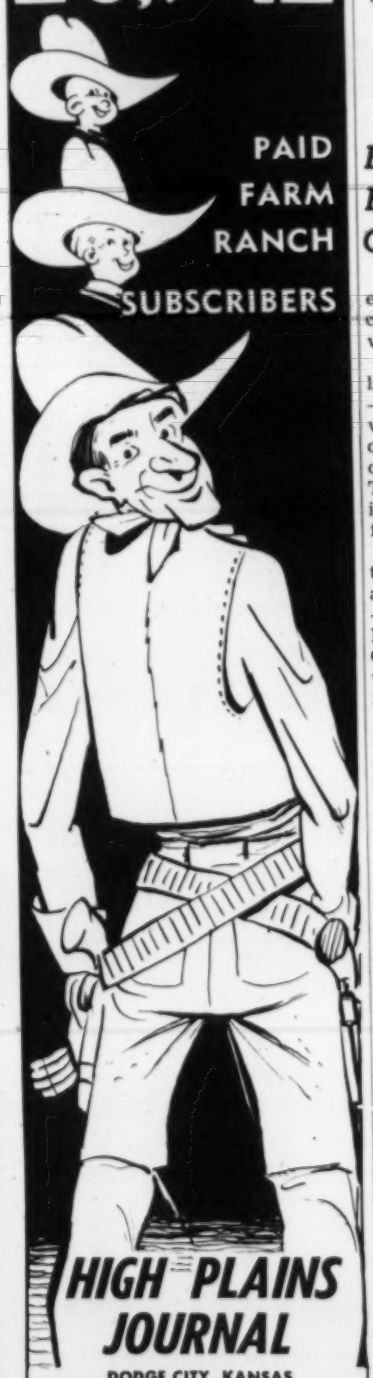
Network Television Advertising Standards

In summing up this picture in chart form, Advertising Age has made it a bit more cut and dried than it generally is in practice. Covered below are new daytime rules for NBC and major changes to be effected by CBS as of September (AA, March 7 and 14). As in the case with any rule, policy, or regulation, all of these are subject to interpretation. Every effort is made to keep the rules flexible enough to meet the individual advertiser's reasonable requests. The nighttime policy at NBC now is being studied; revisions are expected to be issued soon for fall implementation.

Subjects	ABC	CBS	NBC
Maximum number of commercial interruptions permitted (Danny Thomas-type integrated commercials are not counted as interruptions).	Depends on type of show. Must not exceed code limits on commercial time.	Two for nighttime quarter and half-hour entertainment show. Five for one-hour show. One for quarter, two for half, four for one-hour news and public affairs shows, day and night. Two for daytime quarter, three for half and five for hour show.	Flexible policy depending on program. Subject is currently under review at the network.
Maximum number of commercial positions permitted, excluding billboards (this does not relate to the so-called participation shows where the NAB code allows up to five minutes of commercials within a half-hour show).	Each program is considered on its own merits in terms of how the commercials can best be handled. Night one-hour shows carry six positions and half-hour shows three positions.	Three for quarter and half hour and six for hour nighttime shows, including news. Three for quarter, four for half and seven for hour daytime shows. Star closers are not counted as commercial positions.	No set restrictions currently; topic now under review.
Maximum number of products or services permitted single sponsor on single show.	Up to three for half-hour nighttime and up to six for hour nighttime, depending on sponsor conflicts in adjacencies.	Four for quarter or half-hour nighttime, if two are piggy-backed (scheduled one after the other). Unspecified number for hour shows. Four for quarter and about five for half-hour daytime.	Allows product protection on three categories for half-hour nighttime and quarter-hour daytime segment.
Billboards	Ten seconds opening and ten seconds closing for nighttime shows. One-hour shows with two or more sponsors get 20-second billboards of ten seconds each. Daytime each sponsor gets a five-second billboard at opening—total not to exceed 15 seconds. No closing billboards. Slogan or short description as well as sponsor or product identification permitted in billboard.	Ten-second opening and closing billboards permitted on shows quarter-hour and up, day and night. Limited to product or sponsor identification; no "additional descriptive phrasing" allowed.	Nighttime rules not formalized, but evening billboards run about 10-seconds opening and closing. Five-second opening and closing permitted on 15-minute daytime buys (except films; they have 10-second opener only). Identification of product with short slogan or brief description permitted. Only products listed in sales order may be mentioned.

Subjects	ABC	CBS	NBC
Lead-ins and lead-outs to commercials by emcees	Daytime advertiser has choice of five-second lead-in or five-second lead-out, or ten seconds of one or the other, providing it's non-commercial in nature.	Non-commercial lead-ins and lead-outs permitted on all shows if desired and practical.	Nighttime, depends on the show. Ten-second lead-ins "devoid of sell" permitted on 15-minute daytime participation programs. Lead-outs not allowed.
Copy standards for news and public affairs programs	There are certain preferences as to types of products for news and public affairs programs. Choice also depends somewhat on the show and personality involved.	Commercial copy which may be acceptable for other shows may not necessarily be acceptable here. All types of products considered proper for tv—personal products, too—are acceptable. But the aim is to keep the commercials on a softer, more dignified note, to fit the climate of the program and to avoid viewer complaints.	No formalized policy. In practice network has sought to obtain sponsors who are compatible with the program and to avoid hard-sell commercials in this area.
Newscaster participation in commercials	News commentators do not participate in commercials and their lead-ins to commercials are confined to mere mention of client or product.	Newsmen not permitted to help with commercials. New rules forbid sell in lead-ins by newsmen. These leads must be limited to "now a word from (name of sponsor or product)."	This question up for review because newsman Frank Blair is now in demand for commercial contracts. Regular newscasters confine their remarks to brief lead-ins to the sell for their sponsors.
Alternate sponsor commercial	Minor sponsor gets one commercial, which may have several products of a related nature.	Minor week sponsor is permitted to piggy-back two 30-second spots in his one-minute of commercial time if the total number of products allowable is not exceeded and if the major sponsor does not object. This applies to daytime and nighttime.	Each case considered on its own merits. Minor sponsor can't run back-to-back spots in 15-minute daytime segment.
Drug copy	Copy is checked carefully to make sure it complies with ABC policy, NAB code and federal, state and local laws or regulations.	"Schematic charts of circulatory, respiratory or digestive systems should be presented with restraint and only to indicate the principle of relief rather than clinical details of discomfort." These and other new drug regulations apparently mean that some of the current graphic body charts will have to be modified. This would seem to be particularly true for those who want to continue on news programs, where CBS wants no jarring shock salesmanship.	This category of copy is checked carefully, but no new regulations of the CBS type have been announced. NBC was the first network to insist that advertisers not only document their product claims, but also verify the tv demonstrations made to advance those claims.

GROWING!
now
26,942
PAID
FARM
RANCH
SUBSCRIBERS



HIGH PLAINS JOURNAL
DODGE CITY, KANSAS
REPRESENTATIVES
Beverly Hills, Calif.
Houston and Walsh, 111 N. La Cienega Blvd.
Chicago, Ill.
LeStrange Company, Inc.,
185 N. Wabash Ave.
Dallas, Texas
Fred Wright Co., 505 N. Ervay
Kansas City, Mo.
Fred Wright Co., 18 East 11th St.
New York, New York
The Austin LeStrange Co., 420 Lexington Ave.
St. Louis, Mo.
Fred Wright Co., 4 North 8th St.
San Francisco, Calif.
Houston and Walsh, 420 Market St.
Seattle, Wash.
Houston and Walsh, White-Henry-Stuart Bldg.

Ekern Schons O'Holleran

AD EDITORS—*Checking over ad proofs at Buchen Co., Chicago, are the three members of the agency's copy editing department—Clara Ekern, chief editor, and Mary Schons and Mary Jane O'Holleran, editors.*

Buchen Puts Copy Editors to Work on Copywriter Creations

CHICAGO, April 19—Copy readers may not be as creative as copywriters, but they are mighty valuable people at Buchen Co.

Years ago, the agency established a copy editing department—a kind of a clearing house—which exercises editorial control over every piece of material produced by Buchen's 30 copywriters. The editing begins with the original manuscripts and ends with the final etched proofs.

The department now employs three fulltime copy readers—the agency calls them "copy editors"—Clara Ekern, chief editor, and Mary Schons and Mary Jane O'Holleran. All three formerly were teachers, and all have degrees from teachers' colleges.

■ In an average month, the copy editing department will process as many as 500 pieces of copy, ranging in size from ads of 50 words to complex, highly technical catalogs, which may have more than 100 pages. #

NBC Promotes Two

Carl Lindemann Jr., formerly vp, daytime programs, at NBC-TV, New York, has been named vp, program sales. Mr. Lindemann fills a post which has been vacant since Michael Dann left it in October, 1957, to join Henry Jaffe Enterprises and later CBS-TV as a program vp. Felix Jackson, who joined NBC in March as a vp in the West Coast program department, has been promoted to vp, NBC-TV network programs, West Coast.

CBC Appoints Shugg

Canadian Broadcasting Corp., Toronto, has named Orville Shugg director of sales planning and promotion. He was with CBC from 1939 to 1950, becoming chairman of the National Farm Radio Forum. For the past 10 years he has been director of advertising and public relations for Dairy Farmers of Canada, Toronto.

Ideas
that sell at the point of sale

√ CHECK items on which you want information and samples and write Chicago Show Printing Company, 2635 N. Kildare, Chicago 39.

☐ Permanent-type Displays—wood, glass, plastic, metal
☐ Molded Plastic and Animated Displays ☐ Complete Dealer Display Kits ☐ Cloth Banners ☐ Outdoor Displays—Stanzall®
☐ Cardboard Displays ☐ Econo Signs ☐ Mystik®—Self-Stik Displays ☐ Pennants ☐ General Lithographing Services
☐ Complete creative point-of-sale facilities from ideas to sales.

Olympia Brewing Wins Seattle Adclub Sweepstakes Award

SEATTLE, April 19—For the fifth year in a row, an advertising campaign for a Pacific Northwest beer won the Roy S. Marshall sweepstakes at the annual awards dinner of the Advertising & Sales Club of Seattle. This year's winner was Olympia Brewing Co., whose agency is Botsford, Constantine & Gardner. Olympia also won the sweepstakes in 1957. Sicks' Rainier Brewing Co. took the top award in 1956, 1958 and 1959.

Golden Addy trophies were presented at the awards dinner for the top advertising in each of nine media, in addition to a series of gold ribbons in the same media. The event drew 382 entries.

Among agencies, Cole & Weber and Miller, Mackay, Hoeck & Hartung each participated with clients in the winning of eight Addies and gold ribbons.

■ Golden Addies were awarded as follows: Newspapers, general, three color and black, Olympia Brewing Co., BC&G; magazines, trade advertisement, two-color, Douglas Fir Plywood Assn., Tacoma, Condon Co.; radio commercial announcements produced outside the state, Sicks' Rainier Brewing Co., MMH&H; point of sale, Brown & Haley, Tacoma, produced by Robert L. Rogers Co.; direct mail, institutional, Mail Advertising Bureau for itself; outdoor, local, 24-sheet or larger, Seattle City Light, MMH&H; transit, king-size bus cards, Gray Line Rent-A-Car, Kraft, Smith & Ehrig; commercial motion pictures, budget over $5,000, Weyerhaeuser Co., Tacoma, Cole & Weber.

Following are winners of gold ribbons:

Newspapers: retail department store, b&w, Frederick & Nelson; department store, one color and black, Barbers Inc., Great Falls, Mont., Hal Bacon Advertising, Spokane; other retail, b&w, Seattle City Light, MMH&H; other retail, one color and black, Fahey-Brockman, Cole & Weber; roto, Del-Teet Furniture, Connelly Advertising; general, b&w, Western Hotels, Cole & Weber; general, one color and black, Olympia Brewing, BC&G; general, roto monotone, Seattle-First National Bank, F. G. Mullins Co.; general roto color, City of Seattle, McCarty Co.

Magazines: consumer, b&w, Bardahl International, MMH&H; consumer, two color, General Insurance Co., Cole & Weber; consumer, four color, Weyerhaeuser, Cole & Weber; trade advertisement, b&w, Red Cedar Shingle Bureau, BC&G; trade, four color, Heisdorf & Nelson Farms, Cole & Weber.

Television: filmed or taped commercials produced within the state, CKNW, Vancouver, B. C., Briutauph, Milsom, Vancouver, B. C., entered by Forde Motion Pictures, Seattle; commercials produced outside the state, Bardahl, MMH&H; local commercial programs, National Bank of Commerce; King Broadcasting Co.

Radio: commercials produced in the state, West Coast Telephone, Frederick E. Baker & Associates; local commercial programs, five minutes or more, Peoples National Bank, Frederick E. Baker & Associates.

Point of sale: package labels, Forest Interiors Corp., produced by Robert L. Rogers Co.; pole toppers, Nalley's Tacoma, Pacific National Advertising Agency; banners, Arden Ice Cream, Frederick E. Baker & Associates; trade shows, Forest Interiors Corp., Robert L. Rogers; lighted signs, Sicks' Rainier Brewing, MMH&H.

Direct mail: sales letters, Thermo-Fax Sales Co., Mail Advertising Bureau; institutional, Mandeville-Berge, McCarty; sales cards, Boeing Airplane Co., for itself.

Outdoor: posters, 24 sheets in two or more states, Sicks' Rainier Brewing, MMH&H; painted bulletins, without embellishments, Pommerelle Wine Co., Cappy Ricks & Associates; with embellishments, KOMO-TV, Cole & Weber.

Transit: interior bus cards, Ivar's, Pacific National; exterior bus cards, Western Washington Fair, MMH&H.

Commercial movies: budget of $5,000 or under, Forde Motion Picture Productions, for itself; sound film-strips, Los Angeles-Seattle Motor Express, Grant.

Campaigns: budget up to $50,000, American-Superior Biscuit Co., Tacoma, Condon; up to $100,000, Seattle Transit System, Cole & Weber; up to $200,000, Pacific First Federal Savings & Loan Association, Tacoma, Condon; over $200,000, Olympia Brewing, BC&G, Roy Marshall award. #

SAN DIEGO CALIFORNIA BUYS

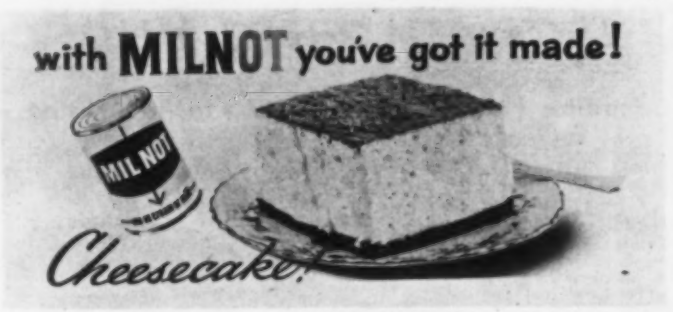
N. C. Court May Okay Overhanging Store Signs

The North Carolina supreme court has indicated that it may declare unconstitutional a Charlotte, N. C., city ordinance which bans overhanging signs in front of stores in the city's downtown area. The court upheld a temporary order signed Dec. 30 by Judge Francis O. Clarkson, in superior court, restraining the city from enforcing the ordinance, which was to have gone into effect the first of the year, until it can be tested properly in the courts.

In its decision, the supreme court said that "if it appears that the ordinance is arbitrary, discriminatory and based solely on esthetic considerations, the courts will not hesitate to declare the ordinance invalid."

Incentive Co. Offers Catalog

Incentive Co. of America, New York, is making available a catalog of manufacturers' incentive prizes which may be purchased at the manufacturers' prices. Companies may purchase prizes, with no minimum orders required, from the catalog through the ICA. For the service, which includes centralized billing and ICA promotion material, ICA will charge 10% of the cost of the merchandise purchased. Catalogs are available at Incentive Co. of America, 15 W. 57th St., New York.



ADVERTISER'S RETURN—*Milnot Co., Litchfield, Ill., returns to outdoor advertising in 20 markets with 30-sheet posters like this during 1960. Future subjects will include strawberry shortcake, coffee cake and fudge. The "With Milnot you've got it made!" theme will be used in newspapers and radio advertising also. D'Arcy Advertising Co., St. Louis, is the agency.*

WINS Appoints Miss Aimee

Inez Aimee, previously a broadcast supervisor at Norman, Craig & Kummel, has been named research and sales promotion director of WINS, New York. She replaces Robert Morrow, who left to join the U.S. Army.

WESH-TV
PREFERRED IN
ORLANDO-DAYTONA MARKET

Your Ad Headquarters in Chicago
Executive House
71 E. WACKER DRIVE
Chicago's new hotel within walking distance
of over 5 Billion Dollars in ad billing
Visit Executive House Dining Room & Cocktail Lounge

chairs . . . and chintz . . . and chafing dishes . . .

EVERYTHING UNDER THE SUN!

FURNITURE, HOUSEHOLD, and APPLIANCE store sales totaled an estimated $90,971,000* in San Diego last year.
At home, at work, at play, San Diego is a responsive market — eager and able to buy. And San Diego is a *newspaper* market, reached and sold best through two metropolitan dailies: *The San Diego Union* and *Evening Tribune*. Combined daily circulation exceeds 200,000 (220,667 ABC 9/30/59).

The San Diego Union | EVENING TRIBUNE SELL SAN DIEGO

*Source: Economic Research Department, Union-Tribune Publishing Company; 1958 Census data adjusted to 1959 Taxable Sales.

"The Ring of Truth" Copley Newspapers

15 Hometown Daily Newspapers covering San Diego, California — Springfield, Illinois — Northern Illinois — and Greater Los Angeles. Served by the Copley Washington Bureau and the Copley News Service.

REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

April Pages and Linage in Farm Publications

Current Figures for U. S. and Canadian Publications Reporting to Advertising Age

KEY: (mon)-monthly; (sm)-semi-monthly; (bm)-bi-monthly; (bw)-bi-weekly; (w)-weekly; (d)-daily; (q)-quarterly.

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Apr. 1960	Apr. 1959	Jan.-Apr. 1960	Jan.-Apr. 1959	Apr. 1960	Apr. 1959	Jan.-Apr. 1960	Jan.-Apr. 1959	Apr. 1960	Apr. 1959
General Farm Publications										
§American Agriculturist (sm)	44.4	45.8	118.6	113.9	32,343	33,038	88,323	82,976	30,011	30,157
§Arizona Farmer-Ranchman (bw)	70.3	68.1	215.7	195.1	53,162	51,536	163,100	147,491	52,479	50,726
Arkansas Farmer: (mon)										
‡Delta Edition	18.0	25.4	88.0	78.3	13,629	19,176	66,570	59,219	13,231	18,579
‡Western Edition	16.5	24.3	76.0	77.5	12,486	18,344	57,465	58,640	12,088	17,747
Average 2 Editions	17.3	24.8	82.0	77.9	13,058	18,760	62,018	58,929	12,659	18,163
§California Farmer: (sm)										
Central Valley Ed.	44.1	—	135.5	—	38,696	—	107,996	—	37,549	—
Northern Edition	49.3	50.7	145.6	136.2	43,272	44,507	116,569	120,164	42,125	42,957
Southern Edition	42.2	50.0	128.0	131.8	37,011	43,872	101,597	116,233	35,864	42,322
Average 3 Editions	45.2	50.3	136.3	133.9	39,659	44,189	108,720	118,198	38,512	42,639
Colorado Rancher & Farmer (sm)	46.9	42.6	191.8	154.7	35,471	32,222	145,148	117,053	33,266	30,794
Dakota Farmer (sm)	60.0	75.5	241.5	265.1	47,010	59,259	189,363	207,876	45,677	57,203
Electricity on the Farm (mon)	12.3	8.7	37.6	38.4	4,224	2,984	12,966	13,241	—	—
Farm & Ranch—Southern Agriculturist: (mon)										
‡Southeastern Ed.	43.8	42.6	166.4	175.8	18,796	18,292	71,384	75,424	16,469	16,391
‡Southwestern Ed.	45.9	40.1	162.4	156.3	19,681	17,206	69,654	67,038	17,040	15,151
Average 2 Editions	44.6	41.7	164.8	168.2	19,140	17,868	70,707	72,153	16,692	15,907
The Farmer (sm)	107.6	115.4	418.3	418.5	84,328	90,484	327,960	328,106	79,000	84,710
Farmer-Stockman: (mon)										
‡Oklahoma Edition	41.2	35.0	154.8	142.3	31,344	26,564	117,705	98,220	28,890	25,137
‡Texas Edition	38.7	32.0	151.7	132.0	29,410	24,334	115,456	90,810	26,858	22,717
Average 2 Editions	40.0	33.5	153.3	137.2	30,377	25,449	116,581	94,515	27,874	23,927
Farm Journal: (mon)										
‡Central Edition	102.9	108.0	406.9	364.9	44,156	46,341	174,556	156,553	42,463	44,396
‡Eastern Edition	86.4	97.5	332.9	328.4	37,078	41,409	142,812	140,875	35,385	39,464
‡Southeastern Ed.	64.4	82.7	275.0	282.2	27,639	35,475	117,984	121,072	25,946	33,530
‡Southwestern Ed.	66.4	82.7	277.9	282.2	28,497	35,475	119,201	121,072	26,804	33,530
‡Western Edition	84.8	105.7	337.7	352.1	36,363	45,416	144,871	151,042	34,670	43,471
Average 5 Editions	81.0	95.2	326.1	322.0	34,747	40,823	139,885	138,123	33,054	38,878
**Farm Quarterly (q)	—	—	123.5	115.2	—	—	57,057	53,222	56,275	51,649
Georgia Farmer: (mon)										
‡North Edition	15.3	15.7	75.5	59.1	11,612	11,849	57,125	44,666	11,423	11,544
‡South Edition	14.1	14.0	65.8	48.7	10,700	10,568	49,815	36,872	10,520	10,263
Average 2 Editions	14.7	14.8	70.7	53.9	11,156	11,208	53,470	40,767	10,972	10,903
Indiana Farmer (mon)	14.2	15.2	59.9	58.6	11,108	11,948	47,020	45,977	8,633	9,576
Kansas Farmer (sm)	52.7	48.5	194.0	180.8	40,067	36,852	147,446	137,371	37,097	33,936
Kentucky Farmer (mon)	21.9	27.5	91.5	94.8	17,195	21,556	71,740	74,265	15,336	20,027
Michigan Farmer (sm)	70.0	82.6	237.3	248.4	53,763	63,446	182,228	190,801	47,420	57,516
|||Minnesota Farmer (mon)	—	—	44.2	47.3	—	—	34,752	37,121	13,842	17,596
Mississippi Farmer: (mon)										
‡Delta Edition	11.7	10.8	69.3	35.9	8,878	8,194	52,460	27,143	8,674	7,853
‡Eastern Edition	9.6	10.4	55.2	34.6	7,301	7,908	41,708	26,193	7,097	7,567
Average 2 Editions	10.7	10.6	62.3	35.2	8,090	8,051	47,084	26,668	7,885	7,710
Missouri Ruralist (sm)	53.8	52.2	206.7	190.9	40,923	39,707	157,099	145,103	38,382	36,828
Montana Farmer-Stockman (sm)	63.0	62.4	268.9	244.5	47,618	47,201	203,265	184,814	41,101	41,951
Nebraska Farmer (sm)	114.5	113.3	409.5	434.7	86,620	85,654	309,713	329,407	78,717	78,270
§New England Homestead (sm)	37.2	39.2	82.8	99.3	26,025	27,405	65,957	69,480	21,483	22,580
New Jersey Farm & Garden (mon)	44.8	47.4	156.1	156.7	20,183	21,343	70,232	70,489	18,383	19,239
New Mexico Farm & Ranch (mon)	23.2	15.6	87.0	59.1	17,598	11,769	65,923	44,709	17,478	11,634
Ohio Farmer (sm)	94.9	100.0	332.8	342.2	72,882	76,824	255,586	262,827	64,579	69,709
§Pacific Northwest Farm Quad: (sm)										
Idaho Farmer	60.1	55.1	138.7	125.3	45,426	41,678	104,829	94,621	43,454	39,430
Oregon Farmer	53.6	49.5	126.6	112.3	40,553	37,446	97,737	84,881	38,598	35,961
Utah Farmer	56.9	53.5	131.7	120.4	43,043	40,462	99,630	91,008	40,812	39,057
Washington Farmer	58.4	50.5	138.2	115.2	44,124	38,153	104,476	87,079	42,104	36,668
§Pennsylvania Farmer (sm)	67.2	70.9	208.6	204.0	51,597	54,450	160,241	156,693	47,122	49,003
Prairie Farmer: (sm)										
‡Illinois Edition	124.5	131.1	467.3	471.1	90,667	95,447	340,262	342,985	81,030	86,136
‡Indiana Edition	121.3	126.0	451.1	452.5	88,295	91,729	328,432	329,439	78,658	82,418
Average 2 Editions	122.9	128.6	459.3	461.8	89,481	93,588	334,347	336,212	79,844	84,277
Progressive Farmer: (mon)										
‡Carolina-Va. Ed.	81.9	99.6	349.7	340.3	55,667	67,700	237,798	231,392	53,214	65,165
‡Ga.-Ala.-Fla. Ed.	84.6	103.9	345.5	332.1	57,506	70,680	234,928	225,855	55,127	68,102
‡Ky.-Tenn.-W. Va. Ed.	78.1	95.1	315.3	312.0	53,133	64,664	214,398	212,181	50,916	62,246
‡Miss.-La.-Ark. Ed.	76.1	96.0	307.1	311.2	51,752	65,284	208,850	211,641	49,624	63,229
‡Texas Edition	82.4	102.3	312.0	321.0	56,009	69,569	212,128	218,253	53,381	67,001
Average 5 Editions	80.6	99.4	325.9	323.3	54,813	67,580	221,620	219,865	52,452	65,149
*†§Rural New-Yorker: (m) New York-New England Edition	32.0	38.1	86.3	98.3	24,420	29,880	65,936	76,673	21,567	25,503
Pa.-Jersey Farming Ed.	30.0	32.7	77.9	83.4	22,723	25,616	59,277	64,994	19,870	21,652
††Southern Planter:										
‡Va.-W. Va.-Md.-Del. Edition	26.5	28.3	123.3	103.1	18,522	19,829	86,324	72,180	18,097	19,309
‡N. Car.-S. Car.-Ga. Edition	20.9	—	103.0	—	14,616	—	72,088	—	14,191	—
Average 2 Editions	23.7	—	113.2	—	16,569	—	79,206	—	16,144	—
Successful Farming (mon)	93.6	100.0	327.2	344.5	42,123	44,978	147,236	155,022	41,353	44,216
Tennessee Farmer & Homemaker (mon)	18.6	25.8	66.4	73.8	14,558	20,190	51,963	57,884	13,317	18,795
Wallaces' Farmer (sm)	127.8	127.5	467.2	464.5	100,229	99,964	366,278	364,157	93,379	92,797
‡§Weekly Star Farmer: (w)										
Kansas Edition	20.0	21.1	36.3	52.0	49,412	52,089	89,682	128,036	28,176	30,209
Missouri Edition	21.0	22.1	37.1	54.8	51,738	54,533	91,478	135,012	28,314	31,026
Okla.-Ark. Edition	17.4	18.4	31.0	46.9	43,016	45,482	76,451	115,624	25,311	26,871
Average 3 Editions	19.5	20.6	34.8	51.2	48,055	50,701	85,870	126,224	27,267	29,368
††Western Crops & Farm Management (mon)	24.5	21.3	110.6	88.7	10,503	9,118	47,482	38,234	10,503	9,118
Western Farm Life: (sm)										
‡Regular Edition	18.9	25.9	87.6	89.3	14,881	20,342	68,683	70,011	9,885	15,836
‡Eastern Edition	24.2	32.8	115.6	137.4	18,972	25,792	90,671	107,780	13,752	20,866
Average 2 Editions	21.5	29.4	101.6	113.3	16,926	23,062	79,677	88,895	11,868	18,351
Wisconsin Agriculturist & Farmer (sm)	81.0	93.8	321.1	325.7	64,471	73,534	252,941	256,891	63,417	72,505
Wyoming Stockman-Farmer (mon)	46.5	44.9	182.6	170.1	35,224	34,266	139,930	129,003	31,367	29,785
Total Group	1,628.8	1,698.2	6,390.7	6,162.7	1,140,455	1,189,688	4,453,171	4,282,579	1,104,124	1,153,523

‡Not included in totals. §Not included in totals; because April figures were unavailable as this issue went to press March figures are shown. **Published quarterly in March, June, September and December; cumulative figures shown are for March issue. †Became monthly publication effective with March 1960 issue. ††Formerly known as Farm Management. *Two issues March 1960; four issues March 1959. ‡Five issues in March 1960; four issues in March 1959. ‡‡Regional editions first published January 1960. |||Not included in totals. Cumulative figures shown are for March issue. April figures were not reported by the magazine which discontinued publication with its April issue.

Newspaper-Distributed Farm Sections

Iowa Farm & Home Register (mon)	22.3	18.6	82.1	78.0	22,254	18,570	82,136	78,049	22,037	18,101
Texas Ranch & & Farm (mon)	9.5	9.1	76.4	74.4	9,506	9,142	76,384	74,410	8,484	8,400
Total Group	31.8	27.7	158.5	152.4	31,760	27,712	158,520	152,459	30,521	26,501

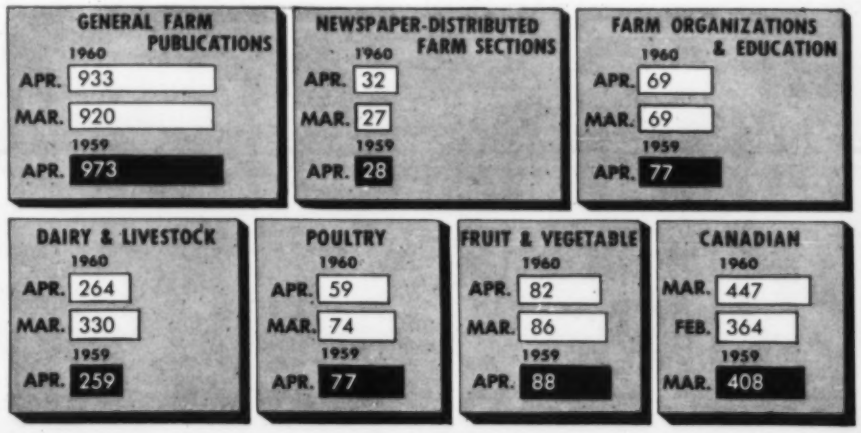
Farm Organizations & Education

Agricultural Leaders' Digest (mon)	6.4	8.1	33.8	38.3	2,750	3,484	14,588	16,463	2,750	3,484
†Better Farming Methods: (mon)										
‡Eastern Edition	24.0	—	98.1	—	10,287	—	42,064	—	10,287	—
‡Central Edition	25.1	—	108.3	—	10,783	—	46,471	—	10,783	—
‡Southern Edition	25.1	—	106.0	—	10,783	—	45,487	—	10,783	—
‡Western Edition	24.0	—	98.1	—	10,287	—	42,064	—	10,287	—
Average 4 Editions	24.6	37.6	102.6	115.6	10,535	16,126	44,022	49,592	10,535	16,126
California Farm Bureau Monthly (mon)	13.1	10.2	46.4	40.2	9,905	7,700	35,038	30,450	9,429	7,252
Cooperative Digest (mon)	10.2	16.3	30.4	34.8	4,270	6,825	12,780	14,630	4,270	6,285
County Agent & Vo-Ag Teacher (mon)	31.6	35.2	115.1	125.6	13,556	15,085	49,401	53,842	13,556	15,085
§Iowa Farm Bureau Spokesman (w)	62.9	62.1	186.4	175.1	63,843	63,132	189,196	177,826	59,530	58,073
Michigan Farm News (mon)	2.9	3.4	10.0	10.8	6,936	7,968	23,159	25,209	6,440	7,334
Missouri Farmer (mon)	12.6	11.4	45.6	48.7	5,291	4,779	19,162	20,456	4,341	3,795
National 4-H News (mon)	24.0	26.5	80.9	84.4	10,096	11,116	33,994	35,474	10,096	11,116
Nation's Agriculture (mon)	3.5	10.2	25.1	34.1	1,567	4,574	11,287	15,343	—	—
Ohio Farm Bureau News (mon)	18.9	12.9	59.8	42.2	8,549	5,812	27,033	19,295	—	—
§Washington Grange News: (sm)										
East Edition	15.2	21.9	37.6	46.6	16,450	23,779	40,845	50,852	16,058	23,429
West Edition	14.9	21.4	36.2	44.7	16,156	23,212	39,235	48,510	15,764	22,862
Average 2 Editions	15.1	21.6	37.0	45.6	16,303	23,495	39,990	49,545	15,911	23,145
Total Group	147.8	171.8	549.7	574.7	73,455	83,469	270,464	280,754	61,417	71,017

‡Not included in totals. §Not included in totals; as April figures were unavailable when this issue went to press March figures are shown. †Regional editions first published July 1959.

Farm Linage Trend

Figures in Thousands



Dairy & Livestock

††Breeder's Gazette: (mon)										
‡National Edition	18.3	18.2	81.9	68.3	7,864	7,819	35,141	29,757	5,749	6,853
‡Regional ‡1 Ed.	18.8	—	87.2	—	8,083	—	37,439	—	5,805	—
Average 2 Editions	18.6	18.2	84.6	68.3	7,979	7,819	36,296	29,757	5,777	6,853
The Cattleman (mon)	78.4	70.5	373.5	361.5	32,918	29,617	156,864	151,812	15,358	13,643
†*§Corn Belt Farm Dailies: (d)										
Chicago Daily Drovers Journal	41.2	36.3	102.6	103.6	88,907	77,257	221,250	220,517	51,465	40,320
Kansas City Daily Drovers Telegram	31.0	32.7	89.6	100.1	66,845	69,543	193,229	214,344	39,732	41,881
Omaha Daily Journal-Stockman	39.9	36.5	112.6	118.8	86,005	77,729	242,746	252,898	51,812	47,011
St. Louis Daily Livestock Reporter	28.2	29.0	81.1	79.8	60,821	61,145	174,769	169,945	36,236	40,183
§Dairymen's League News (bw)	12.5	18.2	43.1	56.1	9,105	13,271	31,332	40,825	8,201	12,578
Florida Cattleman (mon)	70.0	72.6	339.0	309.7	29,437	30,516	139,915	125,937	17,571	20,010
Hoard's Dairyman (sm)	77.3	82.3	315.5	292.9	56,283	59,941	229,676	213,247	48,770	53,414
Livestock Breeder Journal (mon)	58.3	51.3	301.3	285.7	24,472	21,574	129,612	120,036	2,296	3,136
National Hog Farmer (mon)	28.2	22.9	104.2	81.5	28,623	23,244	105,763	82,724	27,906	22,465
National Live Stock Producer (mon)	18.1	26.0	89.3	81.4	13,202	18,929	65,106	59,395	12,314	18,450
Western Dairy Journal (mon)	43.2	38.0	160.3	174.6	18,526	16,306	68,275	74,899	13,675	10,678
Western Livestock Journal: (mon)										
Mts. & Plains Ed.	52.7	53.7	303.0	281.8	22,598	23,044	130,022	120,905	13,032	10,472
Pacific Slope Edition	70.3	65.5	391.5*	383.8	30,149	28,098	*167,930	164,618	16,348	15,344
‡§Western Livestock Reporter (w)	49.0	42.2	123.3	120.7	55,856	56,717	165,715	162,221	12,586	9,086
Total Group	515.1	501.0	2,462.2	2,321.2	264,187	259,088	1,229,459	1,143,330	173,047	174,465

‡Not included in totals. §Not included in totals; because April figures were unavailable as this issue went to press March figures are shown. *Changed from 2,128-line page to 2,156-line page September 1959. †Twenty-three issues March 1960; twenty-one issues March 1959. ‡Five issues March 1960; four issues March 1959. ††Regional editions first published February 1960.

Poultry

American Poultry Journal: (mon)										
‡Egg Producer Eastern Edition	16.9	22.3	76.0	99.8	7,261	9,562	32,611	42,316	5,624	7,825
‡Egg Producer Midwest Edition	16.3	24.7	90.6	104.4	7,974	10,588	36,867	44,675	6,016	9,020
‡Egg Producer Pacific Edition	16.9	25.5	82.6	106.6	7,227	10,964	35,431	45,719	5,828	8,046
‡Egg Producer Southern Edition	17.8	25.2	87.5	112.2	7,618	10,814	37,539	48,205	5,828	8,884
‡Broiler Producer Ed.	10.5	13.2	45.1	64.3	4,496	5,658	19,333	27,539	4,240	5,508
‡Turkey Producer Ed.	20.5	13.7	64.2	54.3	8,803	5,864	27,543	23,244	7,610	5,630
Average 6 Editions	16.8	20.8	73.6	90.3	7,230	8,908	31,554	38,616	5,857	7,486
Broiler Growing (mon)	23.0	30.8	96.6	149.1	9,853	13,221	41,437	63,969	8,705	10,333

(Continued on Page 114)

Marketing for money—wherever it is!

The Sales Manager looked at the cluster of pins on the map—symbols of denser distribution, more active outlets, higher sales.

"We're marketing for money," he said, "wherever it is. Let's put most push where we've got most pins!"

For such sales situations, SUCCESSFUL FARMING has a potent new sales tool—the 24 State and Regional Editions, in addition to the National Edition.

With these sales tools, advertisers can intensify advertising in markets with high potential, concentrate effort in regional territories, put drive behind the distribution. Messages can be personalized, dealers listed, prices featured, copy capitalize on local events, and merchandising match the map!

With circulations ranging from 68,000 to 600,000, the editions give the advertiser all the advantages of SUCCESSFUL FARMING, editorial excellence, fine visual presentation and reproduction, full color, long life—and the same service content of better living and better farming which has made SF a door-opener for generations in the homes of the nation's best farmers. And for massive sales impact, SUCCESSFUL FARMING's National Edition delivers more than 1,300,000 circulation.

The SUCCESSFUL FARMING farm families have large farms, averaging 336 acres with eleven permanent buildings. Highly mechanized, in 1957 they accounted

for 70% of all U. S. cornpickers, 63% of all pickup balers, 54% of all combines, and 51% of all side delivery rakes. Big businessmen in the big industry of agriculture, they have money and means for all quality merchandise contributing to higher living standards, or greater productivity and profits.

Combining *influence* and prestige, based on 57 years of service, and farm subscribers with high incomes . . . estimated annual average cash income from farming alone of around $10,000 for more than a decade . . . SUCCESSFUL FARMING markets for you, in the markets with money!

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. . . Des Moines, New York, Chicago, Atlanta, Boston, Cleveland, Detroit, Los Angeles, Minneapolis, Philadelphia, St. Louis, San Francisco.

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Apr. 1960	Apr. 1959	Jan.-Apr. 1960	Jan.-Apr. 1959	Apr. 1960	Apr. 1959	Jan.-Apr. 1960	Jan.-Apr. 1959	Apr. 1960	Apr. 1959
Everybodys Poultry Magazine (mon) ..	23.8	34.4	114.7	154.9	10,200	14,765	49,202	66,485	6,377	10,366
§Georgia Poultry Times (w)	34.4	29.3	479.4	435.8	36,750	31,262	474,354	440,148	30,982	25,522
§The Poultryman: (w)										
Dixie Edition	14.8	15.8	48.6	65.8	16,048	17,144	52,736	71,455	5,493	7,163
National Edition ..	14.1	15.2	45.6	61.4	15,299	16,493	49,418	66,660	5,493	7,163
New England Ed. ..	18.3	22.2	59.3	78.6	19,811	24,136	64,366	85,281	7,793	12,451
New Jersey Edition	20.3	29.6	70.1	100.5	21,985	32,071	76,039	109,127	10,471	18,308
Poultry Tribune: (mon)										
‡Eastern Edition .	34.9	44.7	171.4	187.6	14,973	19,171	73,540	80,488	10,490	14,232
‡Midwest Edition	34.9	45.9	169.0	187.8	14,982	19,680	72,489	80,558	10,981	15,132
‡Pacific Edition ..	45.3	58.4	195.6	223.2	19,434	25,071	83,933	95,769	13,467	17,861
‡Southeast Edition	38.2	46.8	191.9	206.2	16,374	20,079	82,307	88,463	11,710	14,960
‡Southwest Edition	34.4	44.5	166.4	189.1	14,755	19,075	71,368	81,136	10,641	14,450
Average 5 Editions	37.5	48.1	178.9	198.8	16,104	20,615	76,728	85,282	11,458	15,327
†Turkey World: (mon)										
‡Central Edition .	37.5	—	194.8	—	16,094	—	83,556	—	11,966	—
‡Eastern Edition	36.5	—	189.6	—	15,674	—	81,334	—	11,692	—
‡Western Edition	37.0	—	191.0	—	15,854	—	81,958	—	12,264	—
Average 3 Editions	37.0	46.5	191.8	235.5	15,874	19,946	82,283	101,046	11,974	13,953
Total Group	138.1	180.6	655.6	828.6	59,261	77,455	281,204	355,398	44,371	57,465

‡Not included in totals. §Not included in totals; as April figures were unavailable when this issue went to press March figures are shown. †Regional editions first published December 1959.

	Total Advertising, in Pages				Total Advertising, in Lines					
	Apr. 1960	Apr. 1959	Jan.-Apr. 1960	Jan.-Apr. 1959	Apr. 1960	Apr. 1959	Jan.-Apr. 1960	Jan.-Apr. 1959	Apr. 1960	Apr. 1959
Fruit & Vegetable										
American Fruit Grower (mon) ...	42.6	41.4	179.0	150.9	18,394	17,891	77,329	65,210	17,787	17,375
American Vegetable Grower (mon) ...	32.7	42.6	131.7	148.9	14,112	18,389	56,890	64,346	13,700	17,974
Calif. Citrograph (mon)	23.1	22.1	87.5	81.7	15,540	14,868	58,530	54,922	15,232	14,588
Florida Grower & Rancher (mon) ...	30.4	29.3	123.6	122.6	20,652	19,916	84,029	83,368	32,220	19,578
Western Fruit Grower (mon) ...	31.7	40.2	142.2	142.8	13,314	16,884	59,724	59,976	13,314	16,884
Total Group	160.5	175.6	664.0	646.9	82,012	87,948	336,502	327,822	92,253	86,399

	Total Advertising, in Pages				Total Advertising, in Lines					
	Mar. 1960	Mar. 1959	Jan.-Mar. 1960	Jan.-Mar. 1959	Mar. 1960	Mar. 1959	Jan.-Mar. 1960	Jan.-Mar. 1959	Mar. 1960	Mar. 1959
Canadian (March)										
Country Guide (mon)	45.9	44.3	114.1	120.5	33,063	31,897	82,194	86,806	—	—
†Family Herald (w)	105.8	92.4	238.2	242.2	103,214	90,163	232,272	236,175	75,270	67,815
Farmer's Advocate & Canadian Countryman (sm)	53.1	53.5	134.0	139.7	37,199	37,433	93,756	97,787	31,113	31,434
†Free Press Prairie Farmer (w)	127.6	109.8	306.5	283.5	133,951	115,326	321,861	297,680	69,305	60,300
Le Bulletin Des Agriculteurs (mon)	56.6	70.8	160.3	171.4	39,631	49,560	112,217	120,004	39,631	49,560
†Western Producer (w)	93.2	78.5	206.5	199.5	99,790	83,986	220,902	213,485	56,546	49,101
Total Group	482.2	449.3	1,159.6	1,156.8	446,848	408,365	1,063,202	1,051,937	271,865	258,210

†Five issues March 1960; four issues March 1959.

TOP NEWSPAPERS IN A TOP MARKET

- The Rockford newspapers are among the 1st 50 newspapers in the country in ROP color. (42nd for 1st two months of '60)
- Read by over a quarter-million persons daily and Sunday.

1ST

Remarkable ROCKFORD is 1st in Illinois in
population outside Chicago
1st in retail sales outside Chicago
1st in percentage increase in checkbook spending —
and is the fastest growing metropolitan area in the state.

ROCKFORD MORNING STAR Rockford Register-Republic

Ted Bates Elects Seven

Ted Bates & Co., New York, has elected three vps. They are Julian Pace, creative supervisor; Sy Radzwiller, account executive, and West P. Woodbridge Jr., account supervisor. The agency has elected four assistant vps. They are Arnold J. Deutschmann, assistant account executive; Robert Engelke, media supervisor, and John H. Wichtner and John F. Van Deusen Jr., account executives.

Name Birnbaum, Bishop VPs

The Boyle-Midway division of American Home Products Corp., New York, has named Melvin Birnbaum and Jack Bishop vps. Formerly with Knomark Inc. for 13 years, Mr. Birnbaum joined the company last year as assistant to the president. Mr. Bishop was with Young & Rubicam for six years before joining AHP last year as a product manager.

Baxter Advertising Adds Two

Red Wing Potteries, Red Wing, Minn., and Kayot Inc., Mankato, Minn., have appointed William L. Baxter Advertising, Minneapolis, to handle their advertising. Red Wing, manufacturer of dinnerware, art pottery and casual china, formerly placed direct. Kayot manufactures pontoon boats.

Glamorene to Dunay, Hirsch

Glamorene Inc. has appointed Dunay, Hirsch & Lewis, New York, to handle all advertising. The company formerly placed print advertising direct; Jules Powers Productions handled radio-tv.

Baker Names Bennett, Huhn

George A. Huhn, formerly with Ted Bates & Co., has joined the executive staff of Lynn Baker Inc., New York. Charles F. Bennett, an account supervisor at the agency, has been appointed vp.

the P&A shipping department

safeguards against delay or damage. Packing materials are used generously—postage meters, tieing machines, and other equipment speed operations. This well staffed, excellently supervised department is aided by an express company representative to provide quick dispatch of express shipments.

PARTRIDGE & ANDERSON COMPANY

712 Federal Street, Chicago 5—Phone HArrison 7-3732

ELECTROTYPES, NICKELTYPES, MATS, R.O.P. COLOR GLASS MATS, THERMOSETTING MAT PATTERNS, AND PLASTIC PRINTING PLATES.

Where do you get BETTER SERVICE than at P&A?

Along the Media Path

• **Military Market & Government Buying Magazine** will publish its first Almanac & Directory, effective with its July issue. Additional information may be obtained from the Army Times Publishing Co., 41 E. 42nd St., New York 17.

• Two new surveys, "The High School Story" and "The College Freshman Story" have been published by **Seventeen.** Copies of the two reports which deal with buying and reading habits, are available from Aaron Cohen, director of research, *Seventeen*, 488 Madison Ave., New York 22.

• Attending the recent second annual **KMOX** Radio "teamwork breakfast" for the Food Brokers of Greater St. Louis were 87 persons representing major food brokerage houses, chain food stores, and media.

• Effective May 1, **WJW**, Cleveland radio station, will switch to an all good music policy, after several years of featuring a news and music personality format. The station will weight its selections by increasing the depth of the music as it is programmed into the evening hours.

• Effective with the April issues, **My Baby** and **Congratulations** began offering regional editions covering New England, Middle Atlantic, East North Central, West North Central, South Atlantic, East South Central, West South Central, Mountain and Pacific geographical areas. The two magazines are published by Shaw Publications, New York.

• The **Radio Advertising Bureau** has sent out a four-page newsletter, "Summergram," telling advertisers about radio use in hot weather. It's one of a series of selling tools designed by RAB to help radio stations boost summer revenue.

• The March 27, edition of the **Milwaukee Sentinel** carried a multi-color eight-page advertising section emphasizing spring fashions by Schuster's department stores. Four pages of green newsprint carried the art display in pink ink. On the other four pages, the colors were reversed—green ink on pink newsprint. The special stock was ordered in January and carried a slightly harder finish than usual newsprint. Special inks, developed by International Printing Inks, were augmented to compensate for the colored paper.

• Two new jingles to promote radio stations and the radio medium, recorded by 19 of the nation's top singers and musicians, have been mailed to more than 2,100 radio members of the **National Assn. of Broadcasters.** The jingles are for use on the air beginning in May, which is National Radio Month. The theme of the 1960 Radio Month observance, "Radio—the Heart Beat of Main Streets" is the title of one jingle. Both jingles stress the individual radio station as the focal point of each community it serves.

• Construction of Broadcast House, future home of **WTIC-AM-FM-TV**, Hartford, Conn., has been started and is expected to be completed in January, 1961. The building will house all studios and offices of the Hartford stations. Special ground-breaking ceremonies, held April 14, were broadcast by WTIC radio and tv.

• Effective with its May issue, Rogers Publishing Co., Englewood, Colo., will switch its **Purchasing News** to a new editorial format and will change the magazine's name to *Electrical/Electronic Procurement*.

• **The Saturday Evening Post** mailed 5,000 totem poles to key agency executives and to its advertising sales staffs from coast to coast to announce its new circulation high of 6,400,000.

• The **California Grocers Advocate,** official magazine of the California Grocers Assn., will publish a special "Beverage Edition" on May 13. The cover of the beverage issue will utilize a "scented fragrance" impregnated in the cover layout. The issue will carry 20 pages of special articles to aid grocers in the merchandising of soft drinks, wines, liquors and related items.

• **WJR**, Detroit radio station, will broadcast the opening night performance of the Metropolitan Opera production of Verdi's opera "Simon Boccanegra" on May 23. This will mark the first live broadcast of a Metropolitan Opera Assn. production in Detroit.

• A roundup of current home designs and home decorating and planning ideas will be presented by the **Chicago Tribune** in special "Home Festival" editions of its "Weekly Illustrated Home Guide," to be published on three successive Saturdays, April 30, May 7, and May 14.

• The **Los Angeles Evening Mirror News** will publish its eighth annual "Gourmet Guide" on June 7. Dedicated to dining out in Southern California, the guide will feature an illustrated cover in color, articles by noted writers and gourmets, plus the original "Southland Dining-Out Directory," an alphabetical listing of restaurants and night spots.

• The **Los Angeles Examiner** published its annual Baseball Tabloid on April 12. Included in the 40-page tabloid were statistics and information on baseball and the Dodgers, plus a full size 14-page rotogravure section, sponsored by the Los Angeles Orphanage Guild,

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1928
LOS ANGELES HALLIBURTON BLDG.
SAN FRANCISCO CENTRAL TOWER

TOPEKA has 1 TV Station...

WIBW-TV is it

WIBW-TV SATURATES TOPEKA

and provides the ONLY good signal in a 100,000 TV HOME AREA!

Serving All Day...Any Day...a total of 226,850 TV homes in 38 rich Kansas counties.

Survey-Proved WIBW-TV TOPS ALL COMPETITION.

WIBW-TV — CBS, NBC, ABC — Channel 13 — TOPEKA, KANSAS

(Division, Stauffer-Capper Publications)
REPRESENTED BY AVERY-KNODEL, INC.

In the Nation's #1 Region *
NEW ENGLAND...

88% MISSED YOUR SALES MESSAGE IF YOU USED N. E. TELEVISION! **

**On October 15, 1959 between the hours of 7 and 9 P.M. (prime TV hours), 41 N. E. daily newspapers (members of NENAEA), pooled their resources and following standardized procedures, conducted a Television Audience Survey. Of 10,436 telephone calls placed, 9353 were effective and the results were as follows:

53% were not watching T.V.

63% of those watching were unable to identify program.

88% of those watching were unable to identify sponsor.

They missed your sales message.

"Only Newspapers can Saturate Markets"

For a copy of this complete survey, write to any New England Daily Newspaper.

NEW ENGLAND NEWSPAPERS ADVERTISING BUREAU

515 STATLER BLDG. BOSTON 16, MASS.

* of the nine U. S. regions NEW ENGLAND ranks (per household basis) 1ST RETAIL SALES FOOD SALES and EFFECTIVE BUYING INCOME

Source: Sales Management Survey of Buying Power 1959

At CROSLEY FIELD ... or ANYWHERE

Of all the folks you see from ABC Cincinnati...

7* OUT OF 10

read the

CINCINNATI POST TIMES-STAR

**B. L. Schapker Market Research*

Total ABC circulation, the largest daily in Cincinnati history...
267,672

The Newspaper that Spends the Evening with the Family

ROBERT K. CHANDLER
Manager, General Advertising Department
★
Represented by
The General Advertising Department
SCRIPPS-HOWARD *Newspapers*

Along the Media Path ...

in which many of Hollywood's famed film personalities and social leaders were pictured.

• **KTUL-TV**, Tulsa, recently sponsored an "89er Treasure Rush," to commemorate the 71st anniversary of the first Oklahoma land rush. A parade of stage coaches, victorian coaches, old and new fire engines, square dance wagon, horseless carriages, covered wagons and bands started the celebration. The treasure hunt, which was held on Lookout Mountain, was telecast over the station.

• The **Morning Star** and **Register-Republic**, Rockford, Ill., mailed to agency personnel plastic Easter eggs containing statistics on Rockford's retail sales in 1959 and the newspapers' total linage of retail r.o.p. color in January 1960.

• In a promotional mailing to remind agencies to make arrangements now for sponsorship of the "Jack Paar Show" and Dave Garroway's "Today" show, the National Broadcasting Co. sent out "Bino-Specs," a new Japanese product which combines glasses and binoculars. Worn like glasses, the Bino-Specs can be adjusted to bring objects to a closer range.

• **Scientific American** has adopted a no-inserts policy for mechanical reasons. Supplied inserts had to be printed on four pages and could be accommodated by the magazine only as a center spread. The magazine, which is saddle stitched, also said that inserts, die-cuts and fold-outs tend to "gimmick up" issues and limit editorial layout.

• **The Louisville Courier-Journal** and **Times** will not accept solid reverse advertising, effective Sept. 1. The new policy includes logotypes and borders of over 6 points, and solid black letters or type in excess of one pica in thickness.

Groscop Petro Helmer Brokaw Wallis Burns

WOWO BIRTHDAY CAKE—*Jennifer Brokaw, daughter of WOWO, Fort Wayne, chief engineer, Hal Brokaw, is held by station general manager Ed Wallis while she blows out 35 candles on a 400-lb. birthday cake to mark the 35th birthday of WOWO. Looking on are Frances Groscop and Janice Petro, staff members; Ellen Helmer, Miss WOWO of 1960, and Paul M. Burns, mayor of Fort Wayne.*

Such material must be screened to at most 75% of black. The policy does not apply to photographic illustrations, illustrations of package or product and color areas in color advertising.

• A 12-page booklet covering the WJXT's activities in public affairs programming during 1959, describing and listing shows of local origin and those presented by CBS Television, has been published by the Jacksonville station. Copies of the booklet are available from Tom Mahaffey, advertising-promotion director, WJXT, Broadcast House, Jacksonville 7.

• The **Chicago Tribune** will publish a spring and summer apparel guide for men, "Time to Change the Man in the Mirror," on May 2.

• **Bergen Evening Record**, Hackensack, N. J., ran half-page ads in major trade publications and has scheduled a series of smaller ads in the *New York Herald Tribune* to mark its new circulation total of 100,000, which was reached for the first time in March.

• **WIP**, Philadelphia, invited agencies to join in its "Contest for the Experts," a follow up of its "April Fool Goof" contest. The contest offers a 5-minute telephone call anywhere in the world to the agency which makes the most accurate guess of the number of calls on April 1, clocked by WIP's automatic answering contest.

• **KGO-TV**, San Francisco, has launched a contest, open to all agency personnel and directed chiefly to those in the Bay area, to find an advertising and promotion slogan for Channel 7. First prize will be a week's stay at the Desert Inn, in Las Vegas.

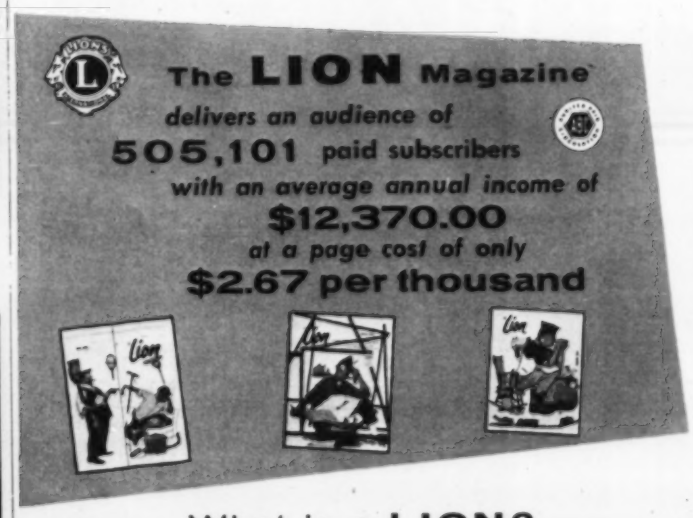
• **WNEW**, New York, has won the 1960 Headliners Club Award for consistently outstanding radio news reporting in 1959.

• **Department of New Laurels:**
Rod & Custom reports advertising linage for the second quarter of 1960 at 26,740, compared to the 1959 period total of 10,682.
Business Week carried 1,148 pages of advertising during the first quarter of 1960, a 10% increase over the comparable 1959 period when it carried 1,043 pages.
Cue reports paid circulation for the first quarter of 1960 averaged 176,000, a 21% increase over the same period in the previous year.
Gross advertising revenue for the first four months of 1960 came to $36,284,878, **The Saturday Evening Post** says. This is a 26.43% increase over the comparable 1959 period.

Storer Broadcasting Co. reports net earnings after taxes for the first quarter of 1960 were $1,423,079, compared with $1,024,183 in the corresponding period of 1959.
Advertising revenue of **TV Guide** for the first quarter of 1960 came to $3,093,835, a 31.4% gain over the $2,354,837 racked up during the same period the previous year.

The **Arizona Daily Star** and the *Daily Citizen*, Tucson, set a new advertising linage high in March, with linage totaling 4,288,872. A new high in r.o.p. color advertising was also set in March, with retail linage totaling 346,626 and general advertising linage totaling 30,526. #

Get The LION'S Share of the Upper Income Market



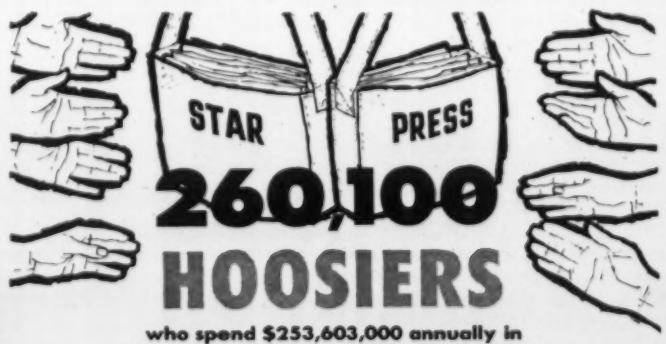
What is a LION?

- He is a loyal, active member—by invitation only—of Lions International, the world's largest service club organization.
- He is a business executive or professional man.
- 74% are business owners, presidents, vice presidents or other corporate officers.
- He is a family man, age 45, with two teen-age children.
- He is a sportsman, and an avid hobby enthusiast.

Get ALL the facts on this kingly market

A recognized market research firm recently completed an accurate, unbiased and completely independent study of THE LION market, based on personal interviews. You'll find all the exciting facts interestingly presented in the easy-to-read booklet, "CAPTIVE . . . BUT NOT CAGED." Telephone, write or wire Robert F. Chana, Advertising Manager, for your copy—today!

THE *Lion* MAGAZINE
209 N. MICHIGAN AVE.
CHICAGO 1, ILLINOIS
Telephone: ANdover 3-2500



who spend $253,603,000 annually in Muncie's Five-County Retail Market, can't wait to read and shop

The MUNCIE STAR ★ MUNCIE EVENING PRESS
MUNCIE, INDIANA
National Representatives: Kelly-Smith Company

Critics Hit Plan to 'Clear' Ads by Defense Contractors

WASHINGTON, April 22—A storm brewed here today over a plan currently under consideration in the Department of Defense to set up more elaborate clearance requirements for ads and publicity materials of defense contractors.

The text of a proposed regulation, as released by Rep. John D. Moss (D., Cal.), chairman of the subcommittee on government information, broadens existing clearance rules to prevent use of material which the Defense Department considers "inappropriate."

In a speech on the House floor this afternoon, Rep. Moss charged that the proposal gives Assistant Defense Secretary Murray Snyder "censorship" powers over ads, releases and speeches of prime contractors and subcontractors.

One purpose of the regulation, he said, is to enable the Defense Department to prevent the use of ads which are intended to influence adoption, revision, or cancelation of plans, programs, and policies of the government, including legislation. Terming ads by defense contractors "a valuable source of information for the public," he said this plan to censor ads by defense manufacturers "is another attempt to hide controversy behind a mask of conformity."

■ Meanwhile, *Aviation Daily* reported today that the Air Force and Navy have registered grave doubts over the wisdom of the tighter clearance plan. Air Force spokesmen reportedly are concerned about a review that gets into an area involving opinions about what is in the national interest. Other critics are said to feel the Defense Department might alienate a means of educating the public about defense activity.

As an alternative, *Aviation Daily* reports the two armed services are suggesting an "educational" program providing guidelines for advertising, with voluntary compliance sought from associations, manufacturers, advertising agencies and publishers.

The directive now being circulated is an outgrowth of a controversy which began last spring, when President Eisenhower criticized ads of "the munitions lobby." Earlier this year, a House armed services subcommittee called on the Defense Department to draft regulations to curb "lobbying" by defense contractors.

■ Among other restrictions, the plan divulged by Rep. Moss today says an ad shall not be cleared if the Defense Department finds it is "inaccurate, incomplete, or misleading with respect to operational availability or capability."

Clearance is also to be denied if the ad involves appraisal of the military effectiveness of weapons and weapon systems, discussion of economic impact of specific contracts, or where "because of timing, content, magnitude or a combination of any of these elements, release of information could reasonably be interpreted as intended to influence adoption, revision or cancelation of plans, programs or policies of the government, including legislation." #

Keller-Crescent Adds Two

Custom Craft Cabinets and North American Products, both of Jasper, Ind., have named Keller-Crescent Co., Evansville, Ind., as their agency. Custom Craft makes wall and base cabinets and related units for kitchen installations; North American manufactures cutting equipment for the woodworking, graphic arts and plastics industries.

Boxing Promoter Sues JWT, 'RD' on 'Libelous' Article

CHICAGO, April 21—Truman Gibson, president of National Boxing Enterprises, yesterday filed a $1,800,000 libel suit against James Stewart-Gordon, a magazine writer; *Reader's Digest*, and J. Walter Thompson Co., New York.

In the suit, Mr. Gibson charged that an article written by Mr. Gordon which appeared in the April *Reader's Digest* made untrue and defamatory statements that Mr. Gibson had underworld links and that fights which he promoted were rigged.

The agency was named as a defendant because it was an agent of the magazine and helped promote the sale of the issue containing the alleged libelous article, Mr. Gibson said. *Reader's Digest* is a client of JWT's public relations division.

■ JWT and *Reader's Digest* told ADVERTISING AGE they have not been served yet; neither would comment. #

Dean Blasts Abuses of 'Lackadaisical' Trade Show Medium

NEW YORK, April 22—Clyde R. Dean, general manager of the Yale materials handling division of Yale & Towne Mfg. Co., today called for "some sound form of business audit" for shows and exhibitions.

Mr. Dean told a workshop sponsored by the Assn. of National Advertisers that advertisers are getting a raw deal in the exhibition field.

He pointed out that while business papers provide audits of their circulations, "in the trade show field too often we are left to supposition, guesswork and informal information."

Mr. Dean also complained that "industry is plagued with a situation of too many shows, many of which work at cross purposes to each other."

He laid the blame for this situation on trade associations and companies which stage exhibitions. He charged that some promoters of shows "turn a nice profit for themselves but little for their supporters."

■ As he warmed up, Mr. Dean lashed out with more specific charges and a sharp warning. He said:

"There are competing industry shows, none of which controls its audience. There is inadequate information on which to make show participation decisions. Show exhibitors often are laid open to all sorts of gouges in installation and dismantling of booths because of lackadaisical show management.

"These abuses are going to have to be stopped or the whole field of trade shows as we know it today will disappear from the industrial advertising scene of the future. Unless drastic steps are taken, the goose can die within 10 years." #

Music Makers Plan Move

Music Makers, New York, music arrangers for radio-tv commercials, will move July 1 to new offices and studios at 6 W. 57th St., where it will occupy two floors.

Getz, Sandborg Adds Two

Vapor Recovery Systems Co., Compton, Cal., and B. H. Hadley Inc., Pomona, Cal., have named Getz & Sandborg, Beverly Hills, as their agency.

Last Minute News Flashes

McGraw-Hill Ad Material Not Deceptive, FTC Finds

WASHINGTON, April 22—McGraw-Hill Publishing Co. won a three-year legal battle with the Federal Trade Commission today when an FTC hearing examiner dismissed charges that the publisher had used deceptive promotional material in selling ad space in two M-H publications, *American Automobile* and *Electrical Merchandising*. Examiner John B. Poindexter said advertising surveys challenged by the Dec. 5, 1957, FTC complaint were distributed only to advertising men. In view of "the limited, sophisticated and experienced audience to whom they were directed and exposed," the examiner said, "it cannot be said, under a reasonable and fair interpretation of the evidence, that respondent's advertising is false and deceptive as alleged." His ruling is subject to possible review by the commission.

Hudnut Breaks Test Drive for Stacomb

NEW YORK, April 22—Richard Hudnut broke a test campaign this week in Rochester, Columbus and Oklahoma City for a new Stacomb men's hair dressing. "This unique men's hair dressing gives 64.2% more body to thinning hair" was one of the newspaper headlines for the $1 item. Stacomb has long been associated with the Standard Laboratories division of Warner-Lambert Pharmaceutical Co. If the test campaign is successful, Stacomb will switch to W-L's Hudnut family. Lambert & Feasley is the agency.

Datsun Car Account Shifts to Gordon Best

TOKYO, April 22—Nissan Motor Co. has appointed Gordon Best Co., Chicago, to handle national advertising for its Datsun autos. A new Datsun campaign will break in May in *Life*, *Newsweek* and *Time*. Dale & Finkels, New York, is the former agency.

B&B Boosts Rich; Other Late News

• **Benton & Bowles**, New York, has created a new position—vp in charge of media and programming—and has named Lee Rich, formerly vp in charge of media, to fill it. Oliver Barbour and Grant Tinker continue as vp in charge of tv-radio programming and vp and director of programming, respectively.

• **The Federal Communications Commission** has heard final arguments by attorneys for competing entrepreneurs concerning the fate of WHDH-TV, Boston. The arguments were over ethical issues which had been raised by the House committee on legislative oversight and the District of Columbia court of appeals. FCC awarded channels to the Boston Herald-Traveler Co. in April, 1957. Later there were charges that former FCC Chairman George McConnaughey should have disqualified himself from the case as a result of contacts with officials of the *Boston Herald-Traveler* and of a competing applicant, Massachusetts Bay Telecasters.

• **Automatic Transportation Co.**, Chicago, a division of Yale & Towne Mfg. Co., is expected to leave Erwin Wasey, Ruthrauff & Ryan, Chicago. New agency for the account, said to bill less than $100,000, has not been announced. EWRR will retain its other Yale & Towne business, including the materials handling division, which produces products similar to Automatic's (lift trucks and hoists). EWRR's Yale & Towne business includes corporate advertising, five divisions, some export and the British division.

• **Television Bureau of Advertising's** board of directors, meeting in Boca Raton, set a goal of $3 billion in television revenue by 1964, which is double the 1959 total and would represent an increase in share of total advertising from 14% in 1959 to 19% in 1964. Norman E. Cash, president of TvB, predicted that the top 100 advertisers will be spending at least 25% more in tv in the next five years, and that retail advertising in tv will double in the same period.

• **Samuel L. Rosenfeld**, former assistant to the vp of merchandising at Revlon Inc., has joined John Diebold & Associates, New York, as assistant to the president. The company is a member of the Diebold Group, worldwide consolidation of management consulting companies.

• **Tansation**, a new product made by Rolley Co., Reno, which, according to its ad copy, will make "all existent no-sun tanning lotions obsolete," broke a campaign Friday (April 22) in dailies in 50 markets. The company expects to use *Life* later this year and is using local tv on the West Coast. Foote, Cone & Belding, San Francisco, is the agency. The campaign reportedly will bill about $250,000.

• **J. Walter Thompson Co.**, San Francisco, has been named agency for the consumer advertising program of Crocker-Anglo National Bank, effective July 1. Doremus & Co. will continue as Crocker-Anglo's agency for institutional advertising.

• **Brills**, Milwaukee, retail men's clothing chain, has named Butcher-Sherwood, Milwaukee, as its agency. Milt J. Margoles Advertising, Milwaukee, is the former agency.

• **Arne Gittleman**, ad director of *Sports Cars Illustrated*, will join *The New Yorker* June 1 as automotive ad manager. He will succeed William Conrad, who is being shifted to a major new post at *The New Yorker*.

• **Lucile McLean**, who resigned from Simplicity Pattern Co. in 1957 to join the *Miami News* as fashion editor, has rejoined Simplicity as advertising director, effective immediately. She replaces Virginia Hale, who has resigned.

• **A consumer credit program** designed to help flooring outlets operate more profitably and to stimulate sales of resilient flooring at the retail level, was inaugurated today (April 22) at Armstrong Cork Co.'s wholesaler and financial management forum, at Lancaster, Pa.

• **National Assn. of Broadcasters'** annual financial survey finds broadcasters solidly optimistic that 1960 will top 1959, on the basis of first quarter results. The median '60 increase of 3.2% predicted by radio stations compares with 2.5% predicted at this time last year. Tv operators look for a 6.8% increase, somewhat less than they predicted in the spring last year but substantially more than in the 1958 and 1957 surveys.

• **Annette (Andy) Talbert**, formerly a vp and copy group head at Benton & Bowles, has joined Sullivan, Stauffer, Colwell & Bayles, New York, as copy group head on the Best Foods and Duffy-Mott accounts.

Put Presidential Hopefuls on 'Meet the Press': Sarnoff

Democrats Plan Telethon to Raise Funds to Pay for TV Phase of Campaign

NEW YORK, April 21—Democrats and Republicans, who have been worrying about the cost of financing the tv phase of the 1960 Presidential campaign, got an offer of help this week from NBC's Robert W. Sarnoff, but it may not necessarily be the kind of assistance they want.

In a speech before the Academy of Television Arts & Sciences, Mr. Sarnoff offered the Presidential candidates of the two major parties an opportunity to appear side by side in six one-hour "Meet the Press" programs, beginning in September. The election series would also include one program featuring the two Vice-Presidential nominees and one telecast with the Presidential hopefuls from minority parties.

Early in his speech Mr. Sarnoff said he hopes Congress will discard the pending bill that would require broadcasters to provide at least eight free nighttime hours to Presidential nominees of the two major parties.

Mr. Sarnoff indicated that he feels the network would be able to schedule the "Meet the Press" appearances without having to provide equal time to minority and splinter-group candidates.

This is NBC's interpretation of the amendment to Section 315, which lifted the equal time penalty from candidates' appearances in news broadcasts and on regularly scheduled news interview programs.

■ Meanwhile, the finance chairman of the Democratic National Committee was negotiating with WNEW-TV, New York, for an 18½ hour telethon to raise funds to buy tv time for the Presidential race. The goal is a minimum of $350,000. The party would have to pay an estimated $50,000 for the time and facilities charges for the fund-raising event, to be telecast May 21, starting at 4:30 p.m., EDT. All the party's Presidential candidates will be invited to appear. Show business performers, who will be sandwiched in between the politicians, will appear free. #

Chrysler of Canada Shifts Grant, Names BBDO, Drops Ross Roy

(Continued from Page 1)

500,000.

The realignment will become effective at the start of the 1961 model year. Chrysler did not give a reason for the changes.

■ BBDO, which gained a clear $2,500,000 in billings in this switch, gained some $12,000,000 in billings last month when it picked up Dodge cars and trucks in the U.S., while dropping DeSoto and Valiant to N.W. Ayer & Son (AA, March 21).

Grant appears to have lost about $1,500,000 in the latest shuffle—a considerable improvement over the agency's batting average at Chrysler last month when it dropped Dodge cars and billings between $14,000,000 and $17,000,000.

Ross Roy, the big loser in today's deal, also suffered a big financial setback last month when it lost Dodge trucks in the U,S., with billings of about $4,000,000, to BBDO. #

Drug Makers Plan Study of Costs, Impact on Public

WASHINGTON, April 20—The Pharmaceutical Manufacturers Assn. revealed here today that it is planning an extensive study to learn about the impact of drug costs on the American people.

According to Dr. Austin Smith, association president, the study will deal with such topics as the extent of the use of prescription drugs by the general public. A similar study dealing with other aspects of medical costs is being undertaken by the American Medical Assn.

Dr. Smith said representatives of consumer groups and health workers will be asked to serve with industry groups making the study. He described an arrangement bringing together drug makers, members of the health team, public authorities and patients themselves.

Meanwhile, he appeared before the Senate anti-monopoly committee again this week to continue the industry's effort to rebut critical testimony which the committee has obtained from doctors. He said the committee's statistics misrepresent the degree of concentration in the industry and the rate of profit. #

Spalding Must Sell Rawling, FTC Rules

WASHINGTON, April 20—The Federal Trade Commission today reversed a ruling of a hearing examiner, and ordered A. G. Spalding & Bros. to sell Rawling Mfg. Co., a former major competitor it purchased in 1955 for $5,800,000.

A decision by Commissioner Robert T. Secrest said an earlier decision by a commission hearing examiner was wrong when it concluded that the merger of Spalding and Rawling did not seriously lessen competition in sporting equipment. Commissioner Secrest said the impact was particularly severe in higher quality sports items.

The decision was another step by FTC in interpreting the criteria that are to be used in determining when a merger hurts competition.

The hearing examiner had found that sufficient competition remained in the sporting goods industry so that the merger could be allowed. But Commissioner Secrest wrote that the key issue was whether competition was injured in specific items. As an example he pointed out Spalding's share of the market for higher-priced baseballs increased from 26.5% before the merger to 40.4% after the merger. #

FCC O.K.s Pittsburgh, Tampa Radio Shifts

WASHINGTON, April 20—The Federal Communications Commission today permitted Southeastern Newspapers Inc., Augusta, Ga., to take control of WPIT am and fm, Pittsburgh, and WSOL, Tampa, for $1,575,000.

The same company owns radio and tv stations in Steubenville, O., Clarksburg, W. Va., a tv station in Chattanooga, radio stations in Joplin, Mo., Monroe, La., and Parkersburg, W. Va., and includes stockholders interested in a tv station in Atlantic City.

Commissioner Robert Bartley dissented.

Meanwhile, the Securities & Exchange Commission reported that Southeastern plans to spend $1,008,000 to acquire a 40% interest in Savannah Newspapers Inc., a new company incorporated to acquire all stock of the Savannah News Press Inc. #

American PR Assn. Honors 19 Winners of Silver Anvil

WHITE SULPHUR SPRINGS, W. VA., April 19—Batten, Barton, Durstine & Osborn and the Society of the Plastics Industry Inc. programmed one of the 19 national and international public relations projects singled out for Silver Anvil awards at the annual meeting of the American Public Relations Assn. here last week. They were winners in the trade association classification.

Other awards:

Agriculture: Colorado Wheat Administrative Committee and Public Relations Inc.; banking, finance & insurance: Wachovia Bank & Trust Co. agricultural program (North Carolina); civic enterprises: WFBG-TV, Altoona, Pa.; community relations: Aetna Life Affiliated Companies; distribution and marketing: Ford Motor Co., Ford division.

Educational institutions and organizations: The Cooper Union for Advancement of Science & Art; government: Office of the American National Exhibition in Moscow; hospitals: Baylor University Medical Center; international relations originating outside the U.S.: Whirlpool Corp.; international relations originating outside the U.S.; Industrias Kaiser Argentina S. A.; international relations originating outside the U.S.—military: Headquarters 397th Combat Support Group U.S. Air Force, Zaragoza Air Base, Spain.

Manufacturing: Flick-Reedy Corp. (Illinois); military: U.S. Navy Task Force 47; philanthropic organizations: Victor Weingarten public relations and Louise Wise Services (New York); professional organizations: New York State Bar Assn. and Doug Johnson Associates Inc.; retailing: Fisher Bros. Co., Cleveland; transportation and travel: Leonard Brothers Transfer, Miami; utilities: Ohio Bell Telephone Co.

■ H. Walton Cloke, coordinator of public relations, Kaiser Industries Corp., was re-elected national president. Elected vps were: Fred McDonald, Travelers Insurance Companies, Hartford; Chester Burger, Ruder & Finn, New York; Odom Fanning, Midwest Research Institute, Kansas City; Stuart G. Newman, public relations counselor, Miami Beach; Stewart Harral, University of Oklahoma, Norman; Edwin D. Ettinger, Disneyland Inc., Anaheim, Cal.; Arthur Reef, Barnet & Reef Associates, New York.

Also elected were Dr. George Ziemer, American Foundation for the Blind, New York, secretary, and Richard H. Hopper, RCA Victor division, RCA, Camden, N. J., treasurer. #

HERBERT NACHMAN

ATLANTA, April 19—Herbert Nachman Sr., 58, an account executive for George & Glover Advertising, died April 12 in a private hospital.

A native of Augusta, Mr. Nachman was a partner in the Nachman-Rhodes Agency there until 1953. He had been in the advertising business in Georgia since 1928.

For many years before entering business for himself, Mr. Nachman worked on the advertising staff of the *Augusta Chronicle*.

WILLIAM J. MONTAGUE

MANCHESTER, N. H., April 19—William J. Montague, general manager of the Union Leader Corp., which publishes the *Manchester Union Leader* and the *New Hampshire Sunday News*, died yesterday of a heart attack. He was 64.

Mr. Montague had held a variety of managerial and advertising posts on New England newspapers during his career.

NEW MEDIUM—*These outdoor signs have begun gracing parking areas of those shopping centers which are part of a network of centers established in 84 major markets, by National Advertising Co., New Bedford, Ill.*

3M Unit Offers Shopping Center Sign Network

BEDFORD PARK, ILL., April 22—Outdoor signs used in parking lots of shopping centers in 84 of the nation's metropolitan markets has been organized as a new national advertising medium.

National Advertising Co., a subsidiary of Minnesota Mining & Mfg. Co., has established exclusive franchise agreements with a network of 211 key centers in the country out of the 376 centers which the company considers "desirable for the network."

The weatherproof paperboard color ads displayed in aluminum frames on light poles in supermarket parking areas are called "semaphore" displays by National. These signs are expected to be the backbone of the network, although possibilities for the future range from animated spectaculars to outdoor product exhibits.

The first "semaphore" displays, in 4x5' frames, have already been installed in some of the centers' parking areas. The medium is commissionable to recognized ad agencies.

■ Among the first advertisers to contract for the new medium—named the Shopping Center Network—which is offered on a national, regional and market area basis, are a Renault distributor, Imported Motors of Florida Inc.; Pepsi-Cola General Bottlers Inc., Chicago; Sanna Dairies Inc., Madison, Wis., and Minnesota Mining & Mfg. Co., St. Paul, Minn.

Walter S. Meyers, vp and general manager of National, cited a recent New York University study which shows that the average shopping center audience consists of adults (98% over 18), three-fourths women and one-fourth men, whose incomes range mostly between $100 and $200 a week. For this reason, Mr. Meyers feels that advertisers of almost every kind of product and service will find the medium valuable.

The centers, in most cases, are located in outlying areas and attract mostly people who live within 20 minutes' motoring time, Mr. Meyers said.

For the shopping centers, the network provides advertising revenue but requires no investment, expense or effort, since the entire operation is handled by National's service organization, with 30 service points in all sections of the nation.

■ National's crews mount the aluminum frames on the posts, install the advertisements, change them every 90 days, rotate advertisements to new locations each 90 days to equalize any differences in location, and maintain the appearance and serviceability of the units.

Total cost to an advertiser in the Chicago area is $680 a month for 34 signs—about 4 or 5 signs at each center. According to Mr. Meyers, a showing in the Chicago market in the Shopping Center Network delivers a monthly audience of 2,145,000 shopper trips, or a cost of 32¢ per 1,000 shopper trips to the advertiser. On each trip, he said, the shopper is exposed to the advertising message several different times, which would mean a still smaller rate per 1,000 if based on exposures. #

'Holiday' Names Three

George H. Oestreich Jr., formerly associate manager, has been appointed manager of *Holiday's* New York advertising office. A. Ernest D'Ambly Jr. succeeds Mr. Oestreich as associate manager. At the same time, Robert C. Daley, formerly in the public relations department of Curtis Publishing Co., has joined *Holiday's* advertising sales staff.

Carolina Broadcasting Buys Radio Stations WIST, WUST

Carolina Broadcasting Co., operator of WSOC and WSOC-TV, Charlotte, N. C., has purchased WUST, Bethesda, Md., radio station, and WIST, Charlotte radio station, from the Broadcasting Co. of the South, subject to Federal Communications Commission approval.

Earnings of Advertisers

1959 Fiscal Year

Company	Sales 1959	Sales 1958	Earnings 1959	Earnings 1958	Earnings Per Share 1959	Earnings Per Share 1958
Anheuser-Busch Inc.	$ 382,724,798	$ 331,723,834	$ 13,028,672	$ 10,836,306	$1.25	$1.20
Budd Co.	321,691,804	228,601,543	11,040,745	2,011,876	2.41	.33
Frito Co.	59,366,000	51,257,000	2,241,000	1,532,000	1.40	1.00
Landers, Frary & Clark	43,975,514	37,055,338	195,206	126,396'	.39	.30'
R. H. Macy & Co. Inc.	282,999,000	265,184,000	7,139,000	6,392,000	3.61	3.40
Montgomery Ward & Co.	1,222,596,263	1,092,267,472	30,656,537	28,030,510	2.28	2.08

'—Loss.

Plumbing, Heating Suppliers Fail in Sales Effort: Freyd

CHICAGO, April 21—Paul R. Freyd, vp and director of marketing at Batten, Barton, Durstine & Osborn, today took plumbing and heating suppliers to task for allowing consumers to turn to other sources for plumbing and heating merchandise.

Speaking at the spring meeting of the Central Supply Assn., he said, "Manufacturers have spent great sums of money in advertising and sales promotion to sell the consumer new [plumbing and heating] fixtures. At the same time, the shelter magazines have devoted hundreds and hundreds of pages promoting new styles in bathrooms and new ideas for changing old bathrooms.

"Coincidentally, the American family size has been increasing, bringing about the need in millions of existing homes for added rooms that need heat and increased bathroom facilities."

■ But when the consumer turned to the plumbing and heating supply industry to make a purchase, Mr. Freyd charged, "He found a vacuum. No modern dealer showrooms, no local advertising telling him where to buy, no helpful salesman or estimator to help him.

"When the consumer did not find what he wanted from you," the BBDO executive continued, "he turned to others. He found the mail order houses happy to serve him. Today there are 6,000 local merchants in the building industry business who are also beginning to fill the void you left."

Mr. Freyd said the building material dealer now carries plumbing and heating supplies, but he still "cannot hope to compete in assortments nor service which your industry could set up in competition.

"Nor will the mail order house competition be so tough if you provide modern merchandising techniques, service and nationally known merchandise to the consumer," he added. #

Inland Dailies' National Linage Off in First 2 Months

CHICAGO, April 19—Midwest newspapers with circulations averaging 10,000 and 25,000 reported gains in national automotive advertising for the first two months this year, but these gains were more than offset by losses in other national advertising.

In the "Advertising Index" compiled by Inland Daily Press Assn., newspapers in the 10,000 class showed automotive linage up 13.3%, but other national linage was down 14.7%. The over-all total was down 1.9%.

Newspapers in the 25,000 class reported gains in automotive linage of 15.3%, but other national linage slumped 22.9%, and the net decline was 5.6%. Both groups showed gains for the first two months in local, classified and total linage. #

Don Pickens Adds Account

The *Okinawa Morning Star* has appointed Don R. Pickens Co., San Francisco, advertising representative for 11 western states, effective May 1. The rest of the U. S. remains under the representation of Edwin Seymour Inc.

Flagler Names Morris A. E.

Donald W. Morris has joined Flagler Advertising Agency, Buffalo, as an account executive. Mr. Morris was formerly division advertising manager of the scientific section of Harshaw Chemical Co., Cleveland.

Advertising Publications, Inc.

Publisher of Advertising Age, Industrial Marketing, and Advertising Requirements

Announces...

5th Annual Circulation Seminar for Business Publications

June 8-9, 1960

Pick-Congress Hotel, Chicago

. . . and expresses appreciation to the following cooperating organizations who help make the Seminar a reality each year—

Chicago Circulation Round Table
Chicago Business Publications Ass'n.
Mail Advertising Club of Chicago
Audit Bureau of Circulations
The Associated Business Publications
Business Publications Audit of Circulation, Inc.
Publication Management Magazine
Direct Mail Advertising Association
National Business Publications, Inc.
National Circulation Round Table
Subscription Fulfillment Managers' Ass'n.
Verified Audit Circulation Company

The theme of this Fifth Annual Circulation Seminar is described best by the word "COMPARE"

How many times have you wondered how the various functions of your circulation department compare with those of other business paper publications? Cost-wise? Time-wise? Labor-wise? Result-wise?

Is your circulation department doing better? Average? Or worse?

Is your department using the latest techniques, methods and developments that are available for circulation fulfillment, employe management, mail promotion?

To get practical, "circulation standards" as a basis for comparison, the Seminar officials have gone straight to circulation managers of many business publications with a detailed questionnaire.

The answers to these questionnaires will be used by the moderators of various Seminar Sessions to give you an unexcelled opportunity to compare your circulation operation in almost every respect with that of other business papers in the United States and Canada.

Highlights of the Coming Seminar

A COMPLETE REVIEW OF CIRCULATION FORM LETTERS
Everyone knows that form letters are important in circulation work. But are YOU using enough form letters in your organization? Are you using the right types of form letters? How does your circulation form letter system compare with those of other business paper publishers?

BASIC PERSONNEL REQUIREMENTS FOR THE SUCCESSFUL OPERATION OF A CIRCULATION DEPARTMENT
What are the definite job functions of a circulation department? What are the standards of clerical efficiency? What are the pay scales? How to find and train new employes? How to motivate them.

READER RESEARCH BY THE CIRCULATION DEPARTMENT
In what ways can the Circulation Department help your Advertising and Editorial Departments by furnishing them with "reader research" information? How do you get the information?

REVIEW OF THE NEWEST FULFILLMENT EQUIPMENT
A round-up of the latest types of circulation fulfillment equipment—so you can understand and compare them with your own equipment.

CIRCULATION VERIFICATION AND CLASSIFICATION TECHNIQUES
Always of prime importance to any circulation director is this matter of getting verification or classification information. How to get business occupation information about each recipient of your publication. And how to get it on schedule—and economically.

CIRCULATION DEPARTMENT BUDGETING AND OTHER FINANCIAL ASPECTS
How to budget the expenses of your circulation department? How to compare the costs of operating your circulation department with other business papers? What reports you should be giving management.

DUTIES OF A CIRCULATION MANAGER
A check-list discussion session that outlines all of the duties of a business paper circulation manager . . . duties that help him grow in stature within his company . . . and help the company become increasingly successful.

REVIEW OF DIRECT MAIL SUCCESSES AND FLOPS
See some of the most successful business paper subscription promotion pieces—and some of the biggest duds! With hind-sight comments that explain why it happened!

FOR LADIES ONLY
A session run entirely by our Circulation Seminar ladies—for the ladies —and about their circulation problems. A great place to exchange ideas unhampered by the bosses!

ARENA-STYLE SHIRT-SLEEVE DISCUSSION SESSION
Put one topflight circulation director at the head of a panel of capable circulation experts—and let them take on all comers for an hour's worth of questions and answers about any subject under the circulation sun. That's the sure-fire recipe for this idea-stimulating session.

ADD TO THESE HIGHLIGHTS . . . a complete *Commercial Display of Equipment and Services* Designed Especially For Circulation Fulfillment and Promotion . . . A complete *United States Post Office Exhibit* fully manned throughout the two-day session to answer all questions about postal regulations . . . A *Gallery Of Circulation Promotion Material* on constant display . . . Plus *Consultation Booths* Manned By Top Experts From Each of the *Auditing Companies* (Audit Bureau of Circulations, Business Publications Audit of Circulation, Inc., Verified Audit Circulation Company).

AND—ON FRIDAY MORNING, JUNE 10th—*FREE FIELD TRIPS* conducted by members of the Chicago Circulation Round Table to see various types of subscription fulfillment systems operated by Chicago publishers, including: Addressograph, Elliot, Speedaumaut, Addressograph-Remington-Rand Punched Cards, IBM Punched Cards, Scriptomatic.

SEND RESERVATIONS TODAY with check ($20 per person, includes Two Luncheons, all Seminar Sessions, Two-Day Consultation Center, Promotion Gallery and Commercial Exhibits) to:
CIRCULATION SEMINAR, 200 E. Illinois, Dept. 6, Chicago 11, Illinois.
If your plans change, your money will be refunded.

FEATURE

THE KEY TO

MASS COMMUNICATION

Send for a copy of FEATURE Magazine — America's prime publicity medium. It reaches all leading U.S. editors with your publicity feature stories.

CENTRAL FEATURE NEWS INC.
1475 BROADWAY, LO 4-3123

Gerber Sets Contest

"For a happy future" is the theme for Gerber baby foods advertising which will run during National Baby Week, April 30-May 7. A contest offers $42,500 in prizes payable to the winner's babies on their 18th birthdays. Advertising includes color spreads in May issues of 16 women's magazines, a color page in Sunday supplements May 1, newspaper ads in 178 dailies and tv commercials on two CBS network shows. D'Arcy Advertising Co., New York, is the agency for Gerber Products Co.

Strouse Joins B&B as VP

John C. Strouse, formerly senior vp and account supervisor of Lennen & Newell, has joined Benton & Bowles, New York, as a vp.

Brady to McVicker

Hugh Brady, formerly with Casanova Associates, has joined McVicker & Higginbotham, New York, as director of production.

Heiskell, Linen Move to Top in Time Inc. Revamp

(Continued from Page 3)

vp and treasurer, becomes chairman of the finance committee of the board.

- Howard Black, 64, exec vp and director, to senior vp. He continues also as a director.
- Bernard Barnes, vp, becomes secretary of the company.
- Arnold Carlson, vp, becomes assistant to President Linen.
- Charles Gleason, former budgets and projects manager, to assistant comptroller and assistant secretary.

■ In two other appointments, the company promoted Andre LaGuerre from assistant managing editor of *Sports Illustrated* to managing editor, succeeding new *SI* publisher, Sidney James. In the only appointment from outside its corporate ranks, Time Inc. brought in Frank Pace Jr. as a director. He is board chairman and chief executive officer of General Dynamics Corp.

Word of the sweeping realignment—approved by Time Inc.'s board yesterday—was contained in a "joint announcement" by Henry R. Luce, editor-in-chief, and Mr. Larsen.

Citing the company's rapid growth over the past ten years and the outlook for the 1960s, the Luce-Larsen announcement said the changes were made "in order to take full advantage of [Time Inc.] growth potentials.

"Coming after the biggest year in Time Inc.'s history," they continued, "these changes will make the company an even more exciting and rewarding place to work this year, next year and in the years to come."

Time Inc.'s revenues last year totaled a record $271,373,000, up $26,266,000 over 1958 totals. Net income for 1959 amounted to $9,004,000, as against $8,737,000 rung up in 1958.

Virtually all the major appointments today involve longtime *Time* men. Both Heiskell and Linen started their careers with the Luce company pounding typewriters, in editorial departments of *Life* and *Time* respectively.

■ Mr. Heiskell's ascension to board chairman caps a fast climb up the editorial ladder. Born in Naples and educated in swank European schools, Bob, as he is known in Time Inc. circles, came to the U. S. in 1935. After a one-year stint at Harvard business school, he came to New York and got a job as a reporter on the *New York Herald Tribune*.

In 1937 he joined the fledgling *Life* as science and medicine editor. Two years later, in 1939, he was appointed assistant general manager.

Mr. Heiskell moved to the magazine's Paris office in 1940, but returned to the U. S. as general manager of *Life* following outbreak of war. He was appointed publisher in 1946 and became a vp of the parent company in 1949. In May of 1959 he was elected to Time Inc.'s board of directors.

■ Although Mr. Linen started off in the editorial department of *Time*, he never had a word published by the magazine.

"We were a very formal place in those days," he told ADVERTISING AGE, "and all the young guys started as CBOBs—college boy office boys. I was a prep school and college editor, so I started in editorial." He stayed in editorial for "about three weeks" and then became an office boy on the business side.

Mr. Linen started his rapid rise in the Luce organization as an adman in *Time's* Detroit office. That was in 1935, and two years later he moved over to the ad staff of *Life* in Detroit.

In 1938 he came East again, as assistant to Howard Black, then ad manager of *Life* and now senior vp and a director of the company. In 1940 Mr. Linen became *Life's* ad manager, and in 1945, after a war time stint in the Office of War Information, he was promoted to publisher of *Time*. He became a vp in 1949 and a board member of Time Inc. last year.

■ Mr. Linen believes the "single most important result" of Time Inc.'s rearranged executive organization is that it opens the way to the "younger talent" in the company. In this area, "repurcussions" of the shift will be felt "all the way down the line" in the Luce organization over the next two years, he said.

No changes are contemplated however, in the "long-range" policies of the company, since everyone involved comes from within Time Inc.'s ranks, he said. This includes the current ad executive lineup in the company's magazines he added. #

'Holiday' Boosts Rates, Base

Holiday has set a new circulation base and advertising rates, effective with its November, 1960 issue. Circulation rate base will go from 875,000 to 900,000. Ad rates will be increased from $6,170 to $6,540 per b&w page.

Montville Joins 'Glamour'

Eleanor Montville has resigned from Time Inc. to join *Glamour Incorporating Charm* as promotion director. She succeeds Helen Van Slyke, who has resigned to join Henri Bendel, New York specialty store, as cosmetics coordinator.

We're looking
for companies
that are working
to grow

More than half of our accounts currently invest less than five hundred thousand dollars a year in advertising. For almost 100 years, J. Walter Thompson Company has enthusiastically welcomed the privilege of working with small companies with expansion potentials—to help speed their growth. One of the advantages of our size is this: first-rank creative talent is involved in every phase of the work on even the smallest accounts.

J. WALTER THOMPSON COMPANY
NEW YORK • CHICAGO • DETROIT
SAN FRANCISCO • LOS ANGELES • HOLLYWOOD • WASHINGTON, D.C. • MIAMI

Chicago Women's Adclub Awards '60 Honor to Kennedy

CHICAGO, April 19—Frances Kennedy, vp in charge of copy, Dancer-Fitzgerald-Sample, tonight was named Chicago's 1960 Advertising Woman of the Year by the Women's Advertising Club of Chicago.

Mrs. Kennedy was cited for her contributions to "raising standards of the advertising profession and building public confidence in the taste and truth of advertising."

Frances Kennedy

After starting her career as a Powers model in New York, Mrs. Kennedy joined Compton Advertising in 1939 as a copy trainee. She soon became a fulltime copywriter, after one of the writers for whom she typed copy broke a leg while skiing, another writer was out eight weeks after an emergency appendectomy and the third writer for whom she typed was out with ulcers.

Mrs. Kennedy moved to Chicago in 1947 when her husband, Joseph, opened a law office here. She joined Dancer-Fitzgerald-Sample, was named copy chief of radio copy in 1958 and has been vp in charge of copy since 1951. She also is a member of the agency's creative plans board.

■ The Kennedys have two sons in college and an eighth-grade daughter.

In accepting the award, Mrs. Kennedy said, "It has been particularly rewarding to me at the present time, when I think all of us have had reason to feel a bit defensive about our facet of the world's work."

She said she sometimes is astonished at some of the accusations leveled at advertising and never has found it easy to "manipulate" people into buying products—corn chips, space heaters or anything else. #

Minimum Price Bill Rejected

The House rules committee has rejected a controversial bill to permit manufacturers to set minimum retail prices for brand name merchandise. The committee took the action despite lobbying pressure for the legislation from druggists, hardware dealers, jewelers, other independent retailers and some oil companies.

Plasti-Kote Names Shapiro

Plasti-Kote Inc., Cleveland, has named Alan M. Shapiro Advertising, Philadelphia, to develop its first national advertising campaign for its aerosol products. Gerst, Sylvester & Walsh, Cleveland, the previous agency of record, had placed catalog advertising for the company.

Trendex TV Ratings
April 1-7, 1960

Rank	Program	Rating*
1	Oscar Awards (Academy of Motion Picture Arts & Sciences and Motion Picture Assn., NBC)	51.6
2	Oscar Night Preview Show (Procter & Gamble, NBC)	35.3
3	Wagon Train (National Biscuit, R. J. Reynolds, Ford, NBC)	34.5
4	Gunsmoke (Liggett & Myers, Remington Rand, CBS)	31.9
5	The Untouchables (Several sponsors, ABC)	28.3
6	Have Gun, Will Travel (Whitehall, Lever, CBS)	25.2
7	The Price Is Right (Lever, Speidel, NBC)	25.2
8	Danny Thomas Show (General Foods, CBS)	24.9
9	77 Sunset Strip (Several sponsors, ABC)	24.2
10	Playhouse 90 (American Gas Assn., R. J. Reynolds, Allstate Insurance, CBS)	24.0

NOTE—Compiled from Trendex sources.
*Ratings are based on the one broadcast during the week of April 1-7, 1960.

Columbia Records Ups Klemes

Les Klemes, previously sales promotion manager at Columbia Record Club, the mail order division of Columbia Records, New York, has been promoted to the new post of director of advertising.

BUSINESS GOES HOME!
RATE & DATA GUIDE 1960
It's A Bull's Eye Everytime
WRITE FOR FREE COPY
of AHNA's 1960 Rate & Data Guide . . . 44 pages of useful information on the nation's top community and shopping newspapers.
A message of importance to newspaper spacebuyers
FULL EFFECTIVENESS
Your advertising message in an AHNA newspaper will reach an important market with full effectiveness.
AHNA newspapers cover the majority of the households in the areas they serve. This market saturation guarantees high, effective impact where sales begin, in the home.
AHNA newspapers enjoy a loyalty of readership unique in the media field because all news is "local." Readers of AHNA newspapers, therefore, are particularly responsive to advertising in their favorite newspapers. Advertising impact is stronger, deeper when you add the impact of AHNA newspapers.
Accredited Home Newspapers
OF AMERICA, INC.
1706 Rhode Island Avenue, N.W.
Washington 6, D.C. • District 7-4618
141 East 44th St.
New York 17, N.Y. • MUrray Hill 2-8273

REACH THE CUSTOM-BUILT-HOME MARKET

If you sell a product or service used in building . . . equipping . . . furnishing . . . or servicing new homes, here's an unusual opportunity for you. You can reach deep into the 2½ - billion - dollar market represented by people—building houses for their own occupancy. These are quality homes — averaging 35% more in cost than merchant-built houses.

THROUGH A UNIQUE NEW MEDIUM:

Now you can make profitable use of a new way to reach each year's 100,000-or-so owner-builders with pinpoint timing and accuracy. Here is a medium that will produce **qualified** inquiries for your product or service, in **volume**, from **active** prospects. It's made available to you by F. W. Dodge, the nation's leading construction marketing authority.

THE GUIDE TO HOME-PLANNING LITERATURE!

The GUIDE offers the literature of participating companies to people who are in the process of planning to build their own homes — to help them in making buying decisions. It is mailed daily as these prospects are discovered. They indicate on a return card which literature they want, and Dodge forwards their names to the appropriate firms.

IT'S A TESTED, LOW-COST WAY

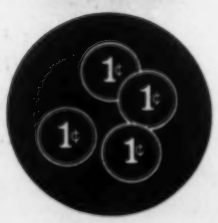
For about the cost of a postage stamp apiece, **you** can reach each of these choicest prospects. There's no guesswork about results. The GUIDE has pulled an 11.6% return for a seller of wood flooring; 15% for sanitary ware; 23.4% for kitchen cabinets; 13.8% for door hardware; 11.5% for insurance services; and similar returns for others.

TO GET QUALIFIED INQUIRIES . . .

There's no waste circulation. Inquiries come from screened, bona-fide prospects who are located and verified—day by day as they enter the market—by over 1000 Dodge construction news reporters. This is the only direct way to reach this constantly changing parade of prospects . . . and influence them **before** their buying decisions are made.

WHEN PROSPECT INTEREST IS HIGHEST!

Remember, your offer in the GUIDE is timed to the moment of peak interest. Prospects are reached when they are actively seeking information about your type of product or service, when they are nearing the critical time of decision. This plan brings your sales story directly to those thousands of home planners when it can do you the most good!



NEXT CLOSING for new participants in the GUIDE is May 15. See for yourself the outstanding results this new medium has achieved for firms in many different lines. **WRITE TODAY** for a copy of the GUIDE, verified test results, and descriptive literature.

STANDARD AGENCY COMMISSIONS APPLY.

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Other Dodge publications and services: Architectural Record • Sweet's Catalog Service
Dodge Reports • Dodge Construction Statistics • Modern Hospital • Nation's Schools
College and University Business

F. W. Dodge Corporation, Construction News Division,
119 West 40th Street, New York 18, N. Y., Dept. ADA40

Please send me more information on the F. W. Dodge GUIDE TO HOME PLANNING LITERATURE.

Name _____

Company _____

Address _____

City _____ Zone _____ State _____

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1959 — 48,389

HELP WANTED

PHOTO RETOUCHER

Permanent position for experienced mechanical photo retoucher. Active, challenging opportunity for right person. You will join a busy, aggressive 20 man art studio in the midwest, serving both advertising agency and graphic arts. Company benefits and profit sharing plan. Please write fully, stating salary requirements, marital status, etc.

Box 3595, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WRITER

Opening now available for young female writer with preferably 1 - 2 years editorial or copywriting experience since graduation from college. Will join congenial General Promotion staff of **Better Homes & Gardens** magazine. Varied writing assignments for both printed and audio-visual media. Many company benefits. All inquiries will be treated confidentially and acknowledged.

Creative Manager, Promotion Department
Better Homes & Gardens
1716 Locust Street
Des Moines 3, Iowa

EXECUTIVE & CLERICAL EXPERIENCED & TRAINEE

Publishers Employment
449 E. Ohio St., Chicago, SU 7-2255

EXCELLENT OPPORTUNITY FOR PROMOTION MANAGER

Profitable, growing trade journal firm seeks man experienced in trade journal field who desires to make this field his career. Proven space sales record essential. Telephone sales work and editorial background helpful, to handle position of promotion and service manager. Opportunity for advancement. Write

Box 3620, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

Retoucher—Art Studio in Chicago needs top retoucher for branch studio 90 miles from Chicago. Quality work, excellent working and living conditions. Salary comensurate with ability.

Box 3621, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Excellent opportunity for Assistant Circulation Manager for progressive Chicago area publisher of several national magazines. Subscription fulfillment essential. Newsstand experience desirable. Salary open. Send resume.

Box 3622, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EDITOR WANTED

We're looking for a man with a civil engineering sheepskin who is now possibly working in a manufacturer's promotion department, agency spot, or publishing house—and who feels he knows enough about roadbuilding or municipal public works to tackle an important editorial job in either of these fields. Location Chicago. Will train right man. Give us your background and salary requirements. Your reply will be confidential.

Box 3623, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SPACE SALES

Need bright young man to train under publisher to ultimately take over important Ohio territory. Will work out of Cleveland office on well established audited technical publication. Salary, plus incentive and paid expenses. Send complete resume to:

J. R. Peskin, Publisher
CERAMIC AGE
2728 Euclid Ave.
Cleveland 15, Ohio

HELP WANTED

BARNARD'S

A Specialized Placement Service
ADVERTISING PR, EDITORIAL, SALES, SECRETARIAL & GEN OFF
call or write
Miss Barnard Mr. Pollard
WA 2-2306 220 S. State St., Chicago 4

Are YOU the Man for this So. Florida Agency?

Man we want is adept at handling both modest local and national accounts, knows all phases of agency work and procedure, probably considered a perfectionist. Can get new business. Is anxious (and financially able in next few years) to be substantial owner of sound agency. To join us early fall. If you HONESTLY fill this bill and are 35-45 years old, write

Box 3624, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

P.O.P. SALES EXECUTIVE

We are looking for a man who is well established in the display field, servicing national advertisers primarily in the mid-west. An unusual opportunity for the right man with unlimited possibilities to not only increase your present income, but also share in the profits. We are a seasoned organization with proven creative ability and production skill, enjoying an enviable position in the display field for over 30 years. Write complete resume, or phone FRanklin 2-9440 for an appointment. All replies held in strictest confidence.

ZIPPRODT, INC.
29 E. Madison St., Chicago 2, Ill.

MOLENE PERSONNEL SERVICE

publicity ..... editors
advg. managers ..... copywriters
artists ..... media ..... production ..... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St. Chgo 3

NEW YORK BRANCH MGR WANTED

Fast growing West Coast trade publication rep firm needs top flight ad salesman to open NY office. Guarantee. Terrific future. Write for NY interview. Must be able prove excellent ad sales record. **J. E. Munford Co., 1417 Georgia, Los Angeles 15.**

ASSISTANT MEDIA ANALYST

Compile TV performance reports, assist in research, strategy planning. Brains mandatory, experience not. Send resume, salary requirements.

Box 3638, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SALES PROMOTION MANAGER

For a very aggressive company which launches at least fifty new items a year and distributes to department stores, chains, super markets, etc. Applicant must have had success in previous employment. Essential to know layout and must have ability to plan complete programs. Replies confidential. Must be earning $10,000 at present time.

Box 3639, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

ONE FINAL MOVE

Six years in advertising as production manager and account executive (present position). 8 years printing production and sales, and 1 year direct selling. Want to make one last move to an advertising or sales position with growth opportunity where individual performance affects income. B.A. degree Economics.

Box 3630, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

MR. PUBLISHER

Circulation Director with years of experience in management, personnel relations and labor negotiations. He doesn't waste words. Forceful, dynamic, yet prudent and sound. Progressive, mature and profit minded. His authority of manner elicits cooperation and respect. I KNOW HIM VERY WELL. As a metropolitan newspaper executive I am prepared to supply further details about this man who is presently available. Contact me.

Box 3599, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXPERT FREE-LANCE COPYWRITING

Agencies . . . Ad Managers . . . Art Studios: Call me for "rush hour" service. Available for copy-contact at any time . . . no "evenings only" limitations. Versatile, professional, reasonable. Top references, samples. **HOLDEN—NA 2-6355 (Chicago).**

FREE LANCE ART DIRECTION & DESIGN

Do you need expert assistance in producing your booklets, ads, packages and other printed matter . . . or TV commercials? Contact—

T. J. McLOUGHLIN MI 2-3655
619 N. Michigan Ave., Chicago 11, Ill.

OFFERING: PACKAGING BACKGROUND,

good knowledge food & supermarket fields. 8 yrs. exper. adv., promo., D. M., both users & distributors, major co. Age 34.
WANTED: Ad Manager or A.E. position East only.

Box 3601, ADVERTISING AGE
620 Third Ave., New York 17, New York

COPY THAT SINGS AND SELLS! COPY WITH ZIP AND ZINGO!

Grab this man! One of America's copywriting stars of 1962 now available at incredibly low salary of $130 per week. Barney will be worth over $300 to you in a few months—but if you hire him now at just $130, you can have his bright ideas and writing talents all through 1960 at this fantastic bargain figure. Plenty in bank, former magazine editor will devote next 12 years to writing sparkling, sales-producing copy. Much to learn, of course—and a fast learner! Terrific value at low-low salary of just $130 a week. If yours is an East Coast prestige agency, don't delay. Grab Barney now!

Box 3626, ADVERTISING AGE
630 Third Ave., New York 17, New York

FOR SALE: WORDS THAT SELL

Ideas, too. Freelance folders, mailers, ads, odds and ends. Crackerjack copy-art packages. PY 6-1226 (NY) or:

Box 3627, ADVERTISING AGE
630 Third Ave., New York 17, New York

EDITOR, TOP TRADE PUB. EXP.

Seasoned writer, prod. man, sales prom., P. R. know-how, 37, Pres. sal. 5 fig.

Box 3628, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

IS YOUR PROMOTION "COSTING" OR "PAYING"?

I speak now to the prudent magazine publisher (consumer or business)—to the man who wants his money to work as hard as he does—to the man who seeks and deserves a better return on his advertising and sales promotion investment. If you are in doubt as to the answer to the question in the headline, or if your answer is in the negative, there is something concrete, something positive you can do. You can discuss this vital area of operation with an advertising and sales promotion expert. A man whose programs and ideas are now paying off handsomely for a major New York publishing house. For a private chat, and actual proof of results achieved, write

Box 3631, ADVERTISING AGE
630 Third Ave., New York 17, New York

POSITIONS WANTED

FRESH APPROACH: NEW IDEAS

College graduate has open mind, ability to learn with 2 yrs. in commcl. radio. Craves work in Radio—TV copy. Humorous.

Box 3619, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Top space salesman now employed seeks new opportunities. 15 yrs. experience, both trade and consumer with intimate knowledge of mid-western accounts. Address challenges to:

Box 3625, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

INDUSTRIAL COPYWRITER

Well versed in all phases of industrial advertising and sales promotion. 7 years with engineers and technical products. Marketing grad, family, 32, wants career opportunity with dynamic organization.

Box 3629, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

FREE LANCE

Reduce the pressure of writing assignments. Experienced writer available for handling your overload. Magazine, brochure, semi-technical work handled with precision and dispatch.

Box 3640, ADVERTISING AGE
630 Third Ave., New York 17, New York

ART DIRECTOR—LAYOUT MAN

Seeks challenging opportunity. 7 years exp. in retail & agency. Chicago area.

Box 3637, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

DIRECT MAIL—SALES PROMOTION

Idea generator. Strong in copy, layout and production. 9 years automotive and publishing experience. Backed with solid foundation in sales. 35. Wants creative and challenging spot. Now employed.

Box 3641, ADVERTISING AGE
630 Third Ave., New York 17, New York

ART PROBLEMS*#!/ MY SPECIALTY

Manufacturer or small ad agency do you have a difficult advertising problem that calls for top creative design talent in order to beat competition? Someone who can come up with THE answer.

Call SU 7-7280 (Chgo)

REPRESENTATIVES WANTED

SPACE SALESMAN—part time, by publishers rep for national industrial publication. Chicago area.

Box 3632, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Publisher of an educational youth publication seeking Advertising Representative—interest available. Write in confidence.

Box 3634, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES AVAILABLE

Two seasoned, highly experienced creative salesmen forming rep business to cover New York, New England and Philadelphia areas. Successful background in top consumer industrial and trade publications.

Box 3571, ADVERTISING AGE
630 Third Ave., New York 17, New York

PHILADELPHIA based publishers representative offers imediate & efficient sales coverage of Mid-Atlantic & Southern states.

Box 3633, ADVERTISING AGE
630 Third Ave., New York 17, New York

BUSINESS OPPORTUNITIES

WANTED—AN AGENCY PARTNER

For Pittsburgh agency that is growing too fast for its owner. This established, solidly-financed agency is in the unhappy position of having more clients knocking at the door than it knows what to do with. We'd like to change this position by the addition of a partner who is good at organization - seeing that accounts are properly supervised and running smoothly. Must also be qualified to handle client contact. Write fully to **Howard D. Morris, Pres., Cavanaugh Morris Advertising, 944 Greentree Road, Pittsburgh 20, Pa.**

A WELCOME MAT FOR AN AD MAN WITH BILLING

Whatever billing you have, we'll treat it as a precious commodity, and give it a good "home". We offer substantial benefits in return: a fast-growing, fully-recognized agency, art and production "know-how" to satisfy your clients, enrollment as a vital member of our organization of "pros" with a fair and sound business arrangemnet. We handle some bigger accounts but we encourage small billing. Write in confidence.

Box 3635, ADVERTISING AGE
630 Third Ave., New York 17, New York

SMALL BUSINESS WANTED

By advertising manager now operating modest direct mail sales promotion company requiring about half time. Should be interesting, profitable, established. Replies held in strict confidence. **P. O. Box 434, Highland Park, Ill.**

MISCELLANEOUS

HAVE SPACE—WILL SHARE. Lithographer's representative has air-conditioned furnished 5-room office suite and experienced adv. secretary. Vacancy due to dissolution of present agency tenant. Ideal for 1 or 2-man agency or art service. Located Bpt., Conn. Cost $225 monthly for space and secretary. Write

Box 3636, ADVERTISING AGE
630 Third Ave., New York 17, New York

OFFICE SPACE WANTED

Preferably in art studio that can handle industrial jobs. One man ad firm with stable accts. **FI 6-7655 (Chgo.)**

"New Mail Order Live Wire" Circ. 100,000 Mo. $1.25 line 40 L & S Sample Copy 25¢
NATION WIDE ADVERTISING AGENCY
P.O. BOX 55, HUDSON, WISCONSIN

Studio office space. 60 ft. at Park Ave. 18 x 15 plus entry. 12 ft. ceilings. 3 large windows facing street. Professional consultant only. $150 (May 1) **TE8-0027.**

SAN FRANCISCO AD. AGENCY CAN REPRESENT YOU IN CALIF.
We are staffed and prepared to represent out-of-state advertising agencies in San Francisco and California. For details:
Joseph Pedott Advertising Agency
Suite 512, 693 Mission Street
San Francisco 5, California

ATTENTION WEST COAST STUDIOS & AGENCIES

N. Y. Art Director seeks west coast connection as Studio Manager or Art Director. 15 yrs. of solid creativity, production know-how and business experience. Now partner in successful S.P. Co. Inquire only if you mean business. We'll talk dollars later.

Box 158, Advertising Age
630 Third Avenue, New York 17, N. Y.

CHALLENGING OUTDOOR OPPORTUNITY

Need energetic, aggressive man Age 30-35 to assist President in large, successful Kansas City outdoor advertising business. Perhaps the man we are seeking is now employed as A.E. or outdoor oriented Advertising Manager. Main job requirements: initiative and follow-through. Good growth and earning potential with starting salary of $12,000-$15,000. Box 166, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

CONSUMER WRITER

(for N. Y. State 4-A Agency)

If you can write original radio commercials—

If you can write tasteful, effective "live" TV spots—

If you can write consumer ads with bold ideas backed by clear, interesting forceful copy—

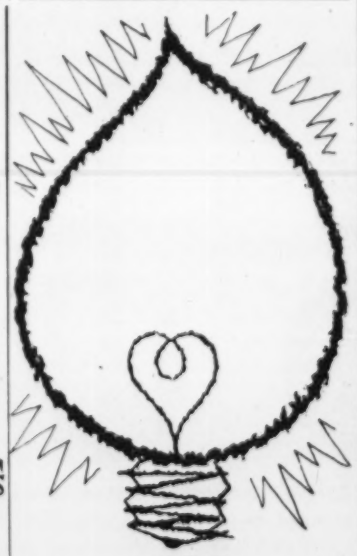
If you've got "style" and can prove it—

We've got a wonderful opportunity for you in both a creative and supervisory capacity.

WRITE TO BOX **169, Advertising Age, 630 Third Ave., New York 17, New York.**

We WANT a very Bright young copywriter to work ON consumer accounts IN OUR West coast 4A Agency

BOX 150, ADVERTISING AGE, 4041 MARLTON AVE., LOS ANGELES 8, CALIF.



ADVERTISING

America's largest advertising placement agency. We offer coast-to-coast service.

ADVERTISING MANAGER **$20,000**
Solid Public Relations bkgd. for mfr. of custom-built engineered, industrial capital equipment for multi-plant operation. To age 50.

MEDIA DIRECTOR **$21,000**
Experience in planning strategy for print and broadcast media for key consumer accts. Top level agency.

DIRECTOR MARKET RESEARCH .. **$12,000**
Age 30-35. Outgoing personality—food bkgd., ready for quick promotion to top mgmt. Willing to do some foreign travel.

ACCOUNT EXECUTIVE **$20,000**
Top rated ad agency needs capable administrator with creative exp. for large food acct. Exc. potential.

ART DIRECTOR **$18,000**
4A agency requires top creative man with exp. in all media for consumer accounts.

COPY CHIEF **$16,000**
Industrial and consumer accts. Radio, TV and Print. Capable supv. who writes effective copy.

ACCOUNT EXECUTIVE **$13,000**
Age around 30 — expd. with top level food accts. Number 2 spot—can advance rapidly.

ADVERTISING MANAGER **$12,000**
Charge of all adv. programs, sales promotion and budgets for large mfr. of electronics.

Contact B. L. Clem
DRAKE *Personnel Inc.*
29 East Madison Bldg. FI 6-8700
Chicago 2, Ill.

NATIONAL ACCOUNTS DIRECTOR 1961 CHICAGO INTERNATIONAL FAIR

The largest and most successful international marketing event in the United States is seeking a top-level Sales Executive to develop a half million dollars of exhibit accounts for 1961 event.

Qualifications: Maturity, energy and experience in high level sales—and willingness to travel. Salary, bonus and travel expenses. All inquiries will be treated in confidence. Send brief resume to:

RICHARD REVNES
CHICAGO INTERNATIONAL FAIR
30 W. MONROE STREET
CHICAGO 3, ILLINOIS

Available to

Advertising Agency

in The Southwest, West or Pacific Coast

Ready-made,

self-sustaining

Branch Office

or wholly owned subsidiary in

Washington, D.C.

Capital of The Free World...

WORLD NEWS CENTER—releasing over 70,000 words per day. The best place to release client news . . . and, a Washington dateline has prestige.

HEADQUARTERS for 75% of the nation's trade associations — best place to get association services for clients.

EXCELLENT TEST MARKET—no income fluctuation period (the government goes on and on)—no fair trade pricing laws (originating area of the discount store movement).

THE HEART OF GOVERNMENT SERVICES . . . best place to get quick action for clients.

PATENT OFFICE—you can save time on patent communications and copyrights.

CAPITOL HILL CONTACTS—for lobbying purposes, there is no other city. Government contracts emanate from here.

EMBASSIES FROM ALL NATIONS—as close as the nearest cab stand or telephone.

TOURISTS—Washington's second largest industry; a popular place to visit on business or on vacation.

RESEARCH CENTER—the largest in the world; health, trade, finance, political, marketing, etc.

UNION HEADQUARTERS for 75% of the nation's groups, and international unions.

BUSINESS TRIPS to Washington are on the "must" list of every aggressive advertising executive. They become more productive when you have a branch here.

WE ARE, by local standards, a medium-size agency . . . in our own building . . . staffed by 4 people . . . convenient prestige location. Our account structure is retail, profitable but with little future. Present accounts pay expenses. Our contacts, personal and business, blanket the city, from congressmen to trade union presidents.

For a meeting with principals, or more detailed information, write Box 164, Advertising Age, 630 Third Avenue, New York 17, N. Y.

DO YOU NEED

Copywriters, Ad Managers, Production People, Artists? WE HAVE THEM! Check with

MARAMAC PERSONNEL
5 No. Wabash, Chicago 2
RA 6-3838

VISUAL EXPERT FOR FASHION PHOTOGRAPHS

Experienced editor with keen eye for detail wanted to supervise fashion photography. National magazine. Confidential. Please apply Box 165, ADVERTISING AGE, 630 Third Avenue, New York 17, New York

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ACCOUNT EXECUTIVE

Vigorous, dynamic idea man to handle fast-growing, big name retail account. Department store or variety chain experience in advertising and sales promotion preferred. Excellent opportunity for growth in an expanding agency, Chicago. Send resume and salary requirements in complete confidence to Box 163, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

We're looking for another writer

If you are a creative writer with a successful background of agency experience . . . if you've grown faster in know-how and ability than your present job requires or pays . . . if you want to work with a group of equally creative ad men . . . then write to us. We're looking forward to reviewing your experience, salary range, and other pertinent facts which we ask you to supply in your first letter.

Howard Swink, President
HOWARD SWINK ADVERTISING, INC.
372 E. Center St. Marion, Ohio

CUTS HALFTONES ETCHINGS

5 SQ. INCHES FLUSH MOUNTED Overnight by Airmail. **1.65** Larger sizes proportionately priced.

Ward Kah Box 87-A Glendale 6, Calif.

Our 49th Year

BROADCAST TIME SALESMAN	$10,000
PUBLICITY WOMAN, food exper.	9,000
LAYOUT ARTIST	6,500
MARKETING ASSISTANT	10,000
ASSOCIATE EDITOR	Open
SALES PROMOTION ASSISTANT, advertising specialty experience	7,000
INDUSTRIAL COPYWRITER	10,000

MANY MORE — MAIL RESUME

GLADER CORPORATION
110 S. Dearborn St., CHICAGO, ILL.
Phone: CEntral 6-5353

DON HARRIS NEEDS:

ART DIRECTOR, important package-goods experience. Sizeable, growing SW agency. Profit-sharing, etc. .....$18-$20M

COPY, all-around man. No special product experience needed. Can be young or to 45 .....$16,000

PR MANAGER (the top PR job), for big fast-growing multi-division industrial company. Can't be just a publicity man. Will pioneer real PR in this job. Starting salary is no measure of the opportunity .....TO $11,000+

SALES PROMOTION ASSISTANT. Big industrial company (See PR MANAGER above). Publicity, too. Works with electronic and electrical engineers.TO $9,000

SALES PROMOTION ASSISTANT. No age limit for a good man experienced in promotion to salesmen. Important, growing company in its field. Midwest .....TO $7,000

DON HARRIS, DIRECTOR
Advertising and Marketing Division
MONARCH PERSONNEL
28 E. Jackson, Chicago, WA 2-9400

ADVTG. CONSULTANT with whom you can REALLY CONSULT

Agency principal shifting over soon to full consultative status. Available to:

BUSINESS FIRMS, AD-AGENCIES and allied GRAPHIC ARTS for matured, effective consultation pertaining to:

MERCHANDISING, MARKETING, AD-EVALUATING, PUBLICITY, PRODUCT-NAMING and RESEARCH.

(Agency-liaison optional.)

Monthly or per-assignment-fee basis only. Fresh, professional approach can chip quite a chunk from budgets or achieve more mileage from present one. No-obligation, exploratory talk invited. Within 100 miles of NYC only. All replies strictly confidential.

Box 149, ADVERTISING AGE
630 Third Avenue, N.Y. 17, N.Y.

Transformation of the man who entrusts his personnel problem to

Melba Oliver SPECIALIZED PERSONNEL SERVICE, INC.
Serving the MIDWEST for over 25 years.

IF ADVERTISING IS YOUR BUSINESS ... PLACING YOU IS OURS!

Melba Oliver
1220 NATIONAL CITY BANK BLDG., CLEVELAND 14, OHIO
PHONE: TOWER 1-6185

Exceptional Office Space in Chicago!

26,000 Sq. Ft.
Sublease
(12,855 sq. ft. Floors)
WILL DIVIDE

100 E. OHIO ST.—*IN THE HEART OF THE NORTH MICHIGAN AVE. DISTRICT*

Air Conditioned . . . . Fluorescent Lighting

- All space daylighted
- Numerous private offices
- New automatic elevators
- Asphalt tile floor
- Acoustical ceilings
- Excellent parking facilities
- Restaurant in building
- Unexcelled transportation

Call Mr. W. B. Snowhook
BROWNE & STORCH, INC.
919 N. Michigan Ave., Chicago 11, Ill. • WHitehall 4-7373

AIR-CONDITIONED OFFICE MIDTOWN NEW YORK

Business paper publisher has 2600'-3000' for sublease. Ideal layout for small publisher or branch sales office. Furnishings available; also could provide certain general office services. Write:

Box 168, Advertising Age
630 Third Avenue, New York 17, N. Y.

EXPORT IMPORT NEWS

THE VOICE OF WORLD TRADE
Serving Readers in Principal Trade Centers of 89 Countries
Published Every Month
354 S. Spring St., Los Angeles 13, Calif.
New York Office
Jeannette Fritsche Associates
507 Fifth Avenue
New York 36, New York

OUTDOOR ADVERTISING SALESMAN

Unusual opportunity for experienced Poster, Painted Bulletin, or Commercial Sign Salesman.

Current expansion in nation's fastest growing outdoor advertising company offers excellent future for Salesman with knowledge of the medium and an ability to put it to work for our clients. Salesman with management potential preferred.

Send confidential inquiry to **Charles B. Burkhart, President, Naegele Advertising Companies, Inc., 4550 West Wisconsin Avenue, Milwaukee 1, Wisconsin.**

NEED OUTDOOR HELP?

Services soon available, executive with National reputation in outdoor field. Thoroughly experienced in every phase of outdoor advertising — design, sales, sales and plant management, posters, paint, point-of-purchase, neon and roof spectaculars.

Desires connection with advertiser or agency in media direction, preferably in East or S. East.

Box 162, Advertising Age.
630 Third Ave., New York 17, N.Y.

COPY CHIEF

Excellent opportunity open for man to supervise copy writers in our Advertising Department which serves our multiple store operation. Duties also include some copywriting. Position requires person with organizational ability and experience in retail advertising essential.

This is an administrative position offering attractive salary and opportunity for advancement. Free insurance, pension plan, discount on purchases and other liberal benefits.

Please send complete written resume to our Employment Manager.

MILLER & RHOADS
RICHMOND, VIRGINIA

CHICAGO EMPLOYERS!

We have well qualified

Copywriters
Advertising Managers
Asst. Adv. Managers
Account Executives
Radio & TV Men
Production Men
Artists
Editors
Photographers

Professional, Sales and Clerical Office
Illinois State Employment Service
73 West Washington Street
Financial 6-3960

Supreme Court to Review Damages Award to Truckers

The Supreme Court has agreed to review the award of $652,074 in damages against the Eastern Railroads Presidents' Conference, 24 eastern railroads and Carl Byoir & Associates, New York public relations company, all accused of illegally conspiring to destroy the long-haul trucking industry in the Northeast. The original suit against the railroads was filed in 1953 in federal court in Philadelphia by the Pennsylvania Motor Truck Assn., which acted for itself and for 20 member companies (AA, Jan. 26, '53, *et seq.*).

The truckers accused the railroads and Byoir of violating the anti-trust laws. After a four-month trial, Federal Judge Thomas J. Clary found for the truckers, assessed damages and ordered the railroads to stop their campaign. His ruling was upheld by the U. S. circuit court of appeals in December (AA, Dec. 21).

Schehr Joins TV Channels

H. E. (Hal) Schehr, previously with *Puck-The Comic Weekly*, the *New York News*, and the Newhouse newspapers, has been named director of advertising and publisher relations of *TV Channels*, New York.

BIRCH Personnel Service, Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, Ill.
CEntral 6-5670

PHOTO-ENGRAVING SALES

If you have been selling or can sell our quality product to quality buyers, we have an attractive proposition for you. We will do something for a man who can do something for us. Contact:

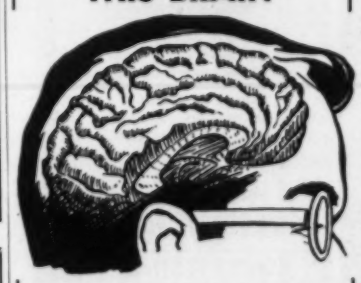
RELIABLE ETCHCRAFT CORP., CHGO.

Fine, Fast, Fairly Priced Photography

pics photographers
DEARBORN 2-1082
189 NORTH LASALLE STREET, CHICAGO 1, ILLINOIS

PUBLICITY CONVENTION COMMERCIAL INDUSTRIAL

LOOK INTO THIS BRAIN



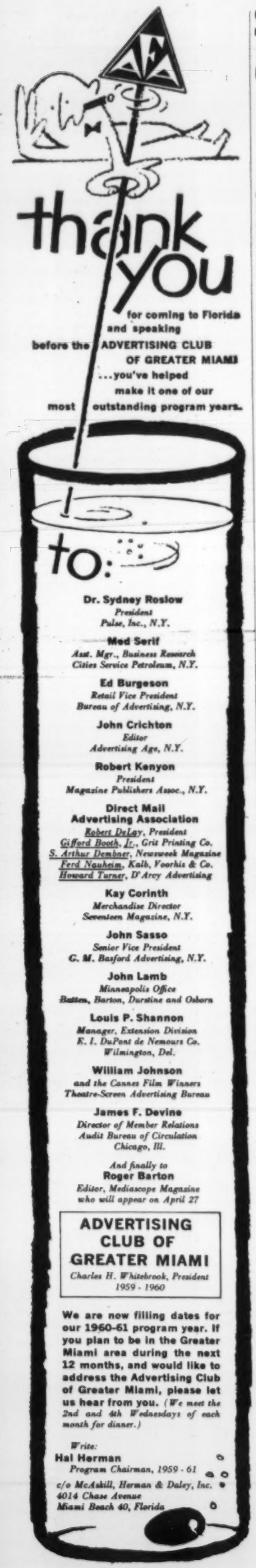
and see what makes a copywriter produce results.

An explorative imagination, capable of reaching into the far unknown; but tempered with intelligence and a healthy regard for other people's money. Has ingenuity, not just catchy phrasing but the kind that envisions whole advertising structures, the stuff campaigns are made of.

And it's a reservoir of good words-manship; writing that builds stepping stones across the swirling waters of consumer uncertainty—offering a helping hand, guiding, building confidence, reassuring. Strings the right words together functionally, with color and conviction, not razzle-dazzle.

Age: 26. Male. 1½ yrs. consumer product experience. Still available at *four* digits, but act now—will soon be worth much more. Will consider any location. Write:

Box 167, Advertising Age
200 E. Illinois St., Chicago 11, Ill.



Susskind, Friendly Hit Cerf Defense of TV at Peabody Awards Presentation

Stanton Is Honored for Role in 'Lar Daly' Equal Time Decision

NEW YORK, April 19—The annual George Foster Peabody Awards luncheon, which is generally characterized by bland thanks and polite acceptances, today was enlivened by a clash between the chairman of the lunch and two of the award recipients.

These exchanges, between Bennett Cerf, chairman of the awards committee, on the one side, and producer-performer David Susskind and producer Fred W. Friendly, on the other, were a reflection of the sharp cleavage between the defenders of the tv status quo and the widening circle of critics who insist that the medium is not living up to its potentialities.

Before announcing the awards, Mr. Cerf entered a strong defense of the record of U. S. television. He complained that tv has been "taking too much of a rapping from the very interested newspapers—and mainly from newspapers that don't happen to own a tv station . . . and with the columnists that are the sleaziest around doing most of the rapping."

Mr. Cerf said that television is giving the people some very good things and "better than they deserve." As a further argument for his point of view, he cited the case of the early acceptance in Britain of commercial programming, designed for mass appeal, once it became available through the BBC's competitor, the commercial channels. He said that it did not take such programming—westerns, quizzes, etc.—long to become the most popular in England.

■ He then made the first award to David Susskind for "Moon & Sixpence" (RCA and Renault, NBC), a winner in the non-musical tv entertainment category.

Mr. Susskind expressed his gratitude in a few fast sentences, and then proceeded to "emphatically disagree with everything the chairman has said," as follows:

The "answer for television is not in awards or full-page newspaper ads. The mission of television is to lead, and not to give the people what they want—if anybody knows what that is."

The always fiery Mr. Susskind had this to say about America's influence on tv programming in Britain: "We in our majestic wisdom have been able to debase two continents now." He called for leadership at the broadcasting level and an end to the separation of people into the "I" (broadcasters, agency men, advertisers—all educated, sophisticated and capable of appreciating the finer things) and "they" (the public, which doesn't want or care for such programming) categories.

Mr. Susskind asked the leaders in broadcasting and advertising to give the public what they themselves think is good programming.

■ When Mr. Cerf took the floor again, he said that Mr. Susskind had "misunderstood" him, as Mr. Susskind sometimes has the participants on his "Open End" program. "What I was trying to say is that tv is giving people some very good things, better than they deserve, and people have to learn to appreciate them," he said.

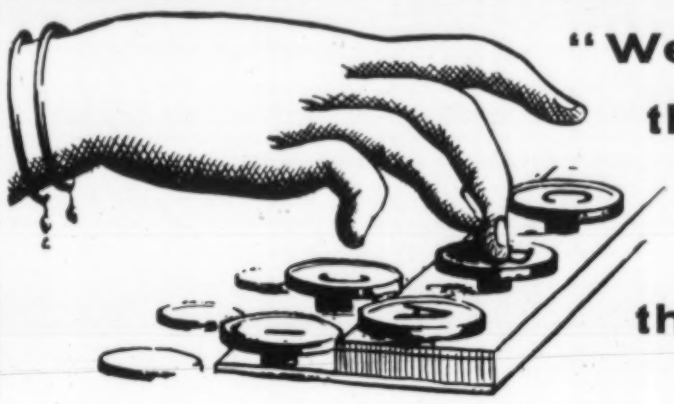
■ The subject on which Mr. Friendly took issue with Mr. Cerf was the business of book plugs on tv. Mr. Cerf had credited Ed Sullivan, winner of an award for his contribution to international understanding, with making Moss Hart's book, "Act One," a best seller in three days merely by holding up a copy on tv. As a result, Mr. Cerf said, his book publishing company, Random House, "was redesigning book jackets so they would show up well when they're held up on tv."

When Mr. Friendly was introduced to accept an international understanding award for "Small World" (Olin Mathieson, CBS), he said to Mr. Cerf: "Unlike Mr. Susskind, I'm not going to misunderstand. Television's got better things to do than just sell your books. We'll be glad to have the salesmen come to see you any time you want to buy time. We hope the merger [of Random House with Alfred A. Knopf] is going to make this possible."

Mr. Friendly praised Olin Mathieson for giving him and Mr. Murrow a free hand with "Small World."

Mr. Cerf's reply was a quip that left the impression that he saw no difference in his mention of Random House and Mr. Friendly's mention of Olin Mathieson.

■ The final award went to Frank Stanton, president of CBS, in recognition of his leadership in bringing about changes in Section 315 of the Communications Act (the so-called "Lar Daly decision"). Mr. Stanton, the 15th recipient, said he would like to join the issues with lead-off man, Mr. Susskind, except that he was separated by such a distance from him,



"We press the buttons... ...you do the resting"

Sheraton's got an exclusive in the hotel industry — an electronic reservation system called *RESERVATRON*. What does it do? It gets you confirmed reservations at any of Sheraton's 54 hotels in 4 seconds flat, that's what. And it's free, too. All you do is call the nearest Sheraton Hotel. SEND FOR FAT FREE BOOKLET: 96 pages chock full of facts about all of Sheraton's hotels in 39 cities. It'll be useful to you — and prove to us that you read this ad. Address: Sheraton Corp., Ad Age Ad #8, 470 Atlantic Ave., Boston, Mass.

"a long drive toward greater continuity in newspaper advertising"

Says WILLIAM H. HESSE
Executive Vice President
Benton & Bowles, Inc.

"Continuity of advertising effort is a proven result-producer for all types of media. The new Continuity-Impact-Discount Plan encourages advertisers to plan newspaper campaigns—not individual ads. This should go a long way to create more effective newspaper advertising."

The Continuity-Impact-Discount Plan, originated by Louisville newspapers, offers discounts of up to 13% for taking advantage of the **impact** of **continuity.**

Newspapers sell best in Louisville. Let us prove it while you save up to 13%.

C-I-D C-I-D plans are now offered by 5 other newspapers

The Courier-Journal and The Louisville Times

Represented nationally by the Branham Company

and "this isn't the place for an 'open end'."

■ Dean John E. Drewry, of the University of Georgia's Henry W. Grady school of journalism, which administers the Peabody awards, said that a review of the Peabody prize winners over the years will show that quality and high ratings can and often do go together. "If more of the kind of thing which wins Peabody recognition were broadcast, there would be less anxiety about what is around the corner for broadcasting," he added.

■ The winners, excluding those already mentioned:

• "Khrushchev Abroad" (ABC)—tv news.

• "The Play of the Week" (Standard Oil Co. (New Jersey), WNTA-TV, Newark).

• "Bell Telephone Hour" (NBC) and "Great Music from Chicago" (RCA Victor, United Air Lines, Cicero Federal Savings & Loan and Carson Pirie Scott & Co., WGN-TV)—musical tv entertainment.

• "The Population Explosion" (Bell & Howell and B. F. Goodrich, CBS) and "Decisions" (John Hancock Life Insurance, WGBH-TV, Boston)—tv education.

• WDSU-TV, New Orleans—local tv public services.

• "The Lost Class of '59" (CBS)—special tv award.

• "The World Tonight" (CBS) local advertisers—radio news.

• "Family Living, '59" (NBC)—radio public service.

• WCCO, Minneapolis—local radio public service. #

Curtis Says 1960 Earnings May Reach $4,500,000-$5,000,000

PHILADELPHIA, April 21—Curtis Publishing Co.'s earnings for 1960 will probably be between $4,500,000 and $5,000,000, Robert E. MacNeal, president, told the annual stockholders meeting yesterday.

He said that earnings after taxes for any one or all of the first three quarters of 1960 could be "modestly below last year." But over-all, as business continues to improve, the earnings should be even better and might exceed $5,000,000." In 1959, Curtis had net profits of $3,460,810. Figures for the first quarter of this year are not yet available.

(In a story about the increase in gross operating income and net profit of Curtis [AA, March 28], due to a typographical error the 1959 gross operating figure appeared as $343,043,688, $100,000,000 too high. The correct figure should have been $243,043,688 gross operating revenue for 1959. This compared with $217,070,674 for 1958.)

Linage for the four Curtis magazines, *The Saturday Evening Post, Ladies' Home Journal, Holiday* and *American Home*, was only about 1% higher for the first quarter of 1960, but revenue was more than 11% higher.

Composite figures for the first six months are expected to be about 2½% better than last year in spite of losses on the *Journal* and *American Home*. Revenue for the first six months should be more than 10% better than the first six months last year, the company said.

Norris, Eisentrout Join L&N

George B. Norris and Robert A. Eisentrout have joined Lennen & Newell, New York, as account executives, on Colgate-Palmolive Co. and Best Foods division of Corn Products Co. Mr. Norris was formerly an account supervisor at McCann-Erickson, and Mr. Eisentrout was a product manager at Lever Bros. Co.

ADVERTISING ADVERTISING—*Godoy & Godoy, Cuban agency which has been hit hard under the Castro regime, has taken its story to the public with a series of house ads under the theme lines: "Advertising means progress—advertising helps us to enjoy the good life." Ads, running in Havana newspapers, point up advertising's role in raising the standard of living. Ad on the left was adapted from a Young & Rubicam house ad, which last week won a Kudner Award for its creator, Pat Steel, of Y&R (see Page 3).*

On the International Scene . . .

Publicidad Guastella, Cuban Agency, Establishes New Branch in Madrid

By Milton Moskowitz

NEW YORK, April 19—Mariano Guastella, leading Cuban agencyman, is established in Spain.

Sr. Guastella left Havana a month ago to see his Spanish client, Pedro Domecq, and investigate the possibility of setting up an operation in Spain (AA, March 14).

He now reports to ADVERTISING AGE that a Spanish company, Publicidad Guastella Ibero-Americana, has been formed, with offices at—fittingly enough—Paseo de la Habana 1, Madrid.

Publicidad Guastella in Havana is generally regarded as the largest agency in Cuba.

■ Sr. Guastella plans to remain in Madrid until the office gets going on its own steam. He will then split his time between the two offices, commuting regularly between Madrid and Havana. He did this once before—when he had an office in Mexico City.

Publicidad Guastella in Madrid has been formed with capitalization of $60,000. It will begin with a staff of 12 and Sr. Guastella says it will operate on the U.S. billing system.

■ In another development in Spain, two former account executives at McCann-Erickson Corp. (International), New York, have formed a new agency in Madrid, Colon S.A. de Publicidad.

The two ex-McCann men are Nicasio Silverio, who will be general manager of Colon, and William Rhett, who will head the account service group. The office—at Jose Antonio, 59—will open officially May 1.

One of the backers of the agency is reportedly Perfumeria Gal, Spain's big soap producer.

Coleman Quits JWT-Australia *Loyd Ring Coleman, adman, author, gourmet and scholar, has finally left Australia. Mr. Coleman, who went out to Australia in 1941 to head the J. Walter Thompson Co. operation there, recently bid Sydney goodbye and went to live in Paris with his French wife, Louise, whom he originally met while working for JWT in Europe before World War II.*

Mr. Coleman and his wife became well known socially in Sydney and reigned as the uncrowned heads of the American colony. He retired from active direction of JWT-Australia in late 1958. Tom Carruthers, an Australian, is now board chairman of the Australian company.

Frondizi Builds Local Industry H. J. (Lefty) Lavin, vp and ad director of American Exporter Publications, has been visiting Argentina and he reports that the Frondizi government is striving valiantly to build local industry. "Everybody, it seems, wants to become an industrialist," he observes. "Well known former importers are today actually manufacturers, licensees or distributors for local manufacturers. Since the entrance of Frondizi about $200,000,000 has been invested in Argentine industry. The U.S. leads the pack with $136,000,000." He noted that by 1960 Argentina will have 22 companies producing automotive vehicles.

Mr. Lavin also reports that while Argentina now has 450,000 television sets in use, there is only one tv station—in Buenos Aires. "The Argentines like to kid that it has the largest number of sets per station anywhere in the world," he says.

Two more tv stations are being planned for BA. According to reliable sources—not Mr. Lavin, though—Goar Mestre, the Cuban broadcast king who has now fled Havana, will be behind one of these stations in conjunction with CBS.

The Famous Gallic Touch *Claude Marcus, executive director of Publicis S. A., Paris, reports that the agency has prepared a leaflet, "How Not to Choose Your Advertising Agency." It sends this leaflet to companies which request agencies to submit speculative advertising in an account solicitation. The leaflet informs such companies that Publicis will not submit such material. One reason: "Collaboration between advertiser and agency is a long-term relationship which covers a wide range of commercial problems. A brilliant idea —which may even be irrelevant to the true problem—should not be considered as a sound basis for advertising."*

M. Marcus notes that in one case a French trade association got speculative pitches from 14 agencies and it then decided "to give up the campaign altogether. Their first letter was just a feeler!" #

National Advertising Investments in Newspapers: 1959-1958

Source: Media Records
(Figures do not include production costs)

CLASSIFICATION	1959	1958	% Change
AGRICULTURE	$ 15,901,000	$ 17,279,000	— 8.0
ALCOHOLIC BEVERAGES	62,300,000	62,801,000	— 0.8
Beers	13,907,000	13,836,000	+ 0.5
Wines	1,469,000	1,412,000	+ 4.0
Liquors	46,924,000	47,553,000	— 1.3
AMUSEMENTS	2,041,000	1,444,000	+ 41.3
AUTOMOTIVE	178,460,000	159,227,000	+ 12.1
Aviation	1,025,000	712,000	+ 44.0
Gasolines & Oils	25,999,000	28,613,000	— 9.1
Parts & Accessories	1,963,000	1,930,000	+ 1.7
Passenger Cars (New)	96,461,000	80,756,000	+ 19.4
Tires & Tubes	9,568,000	7,958,000	+ 20.2
Trucks & Tractors	3,331,000	4,893,000	— 31.9
Miscellaneous Automotive	40,113,000	34,365,000	+ 16.7
CONFECTIONS	4,264,000	4,673,000	— 8.8
EDUCATIONAL	2,000,000	1,723,000	+ 16.1
GROCERIES	154,540,000	148,966,000	+ 3.7
Baking Products	23,671,000	20,056,000	+ 18.0
Beverages	24,962,000	23,475,000	+ 6.3
Coffee & Tea	7,410,000	6,936,000	+ 6.8
Soft Drinks	8,320,000	10,509,000	— 20.8
Miscellaneous Beverages	9,232,000	6,030,000	+ 53.1
Cereals and Breakfast Foods	7,769,000	8,068,000	— 3.7
Condiments	9,742,000	15,384,000	— 36.7
Dairy Products	20,385,000	17,393,000	+ 17.2
Disinfectants & Exterminators	1,327,000	2,166,000	— 38.7
Laundry Soaps & Cleansers	17,255,000	20,796,000	— 17.0
Meats, Fish & Poultry	9,640,000	8,927,000	+ 8.0
Miscellaneous	39,789,000	32,701,000	+ 21.7
HOTELS & RESORTS	20,638,000	19,284,000	+ 7.0
HOUSING EQUIPMENT & SUPPLIES	27,038,000	28,297,000	— 4.4
Air Conditioning	1,775,000	1,944,000	— 8.7
Automatic Heating	729,000	808,000	— 9.8
Automatic Refrigeration	3,217,000	2,778,000	+ 15.8
Fixtures	549,000	638,000	— 13.9
Fuel	1,285,000	1,275,000	+ 0.8
Furniture & Furnishings	9,276,000	11,646,000	— 20.4
Heaters & Stoves	1,454,000	1,122,000	+ 29.6
Miscellaneous	8,753,000	8,086,000	+ 8.2
INDUSTRIAL	20,748,000	14,207,000	+ 46.0
INSURANCE	15,589,000	12,925,000	+ 20.6
JEWELRY & SILVERWARE	1,123,000	1,498,000	— 25.0
MEDICAL	24,114,000	25,326,000	— 4.8
MISCELLANEOUS	30,033,000	28,033,000	+ 7.1
PROFESSIONAL & SERVICE	1,259,000	991,000	+ 27.0
PUBLICATIONS	24,181,000	20,853,000	+ 16.0
Book Publishers	11,405,000	9,569,000	+ 19.2
Magazines	9,914,000	8,985,000	+ 10.3
Newspapers	2,862,000	2,299,000	+ 24.5
PUBLIC UTILITIES	23,677,000	19,849,000	+ 19.3
RADIO & TELEVISION	28,688,000	27,117,000	+ 5.8
Sets	5,436,000	5,740,000	— 5.3
Stations	22,042,000	20,857,000	+ 5.7
Miscellaneous	1,210,000	520,000	+132.7
SPORTING GOODS	6,571,000	4,705,000	+ 39.7
TOBACCO	41,498,000	34,044,000	+ 21.9
Cigars	6,041,000	5,038,000	+ 19.9
Cigarettes	34,814,000	28,432,000	+ 22.4
Tobacco	491,000	268,000	+ 83.2
Miscellaneous	152,000	306,000	— 50.3
TOILET REQUISITES	29,540,000	34,491,000	— 14.4
Antiseptics	883,000	429,000	+105.8
Dentifrices	3,596,000	4,874,000	— 26.2
Perfumes & Cosmetics	11,974,000	12,158,000	— 1.5
Toilet Soaps	5,883,000	7,073,000	— 16.8
Miscellaneous	7,204,000	9,957,000	— 27.6
TRANSPORTATION	49,986,000	42,700,000	+ 17.1
Airways	31,382,000	25,876,000	+ 21.3
Bus Lines	2,447,000	2,157,000	+ 13.4
Railroads	6,328,000	5,772,000	+ 9.6
Steamships	4,794,000	4,639,000	+ 3.3
Tours	3,695,000	3,100,000	+ 19.2
Miscellaneous	1,340,000	1,156,000	+ 15.9
WEARING APPAREL	8,716,000	8,616,000	+ 1.2
GRAND TOTAL	$772,905,000	$719,049,000	+ 7.5

Jones Joins Kastor, Hilton

Maitland Jones has joined Kastor, Hilton, Chesley, Clifford & Atherton, New York, as vp and creative director. He assumes the duties formerly held by the late Charles Clifford. Mr. Jones was senior vp and creative director at Fletcher Richards, Calkins & Holden and before that was with J. Walter Thompson Co. and Sullivan, Stauffer, Colwell & Bayles.

KHJ-TV Names Mal Klein

Malcolm C. Klein has resigned as vp and general manager of WNTA and WNTA-TV, Newark-New York, to become vp and general manager of KHJ-TV, Los Angeles. This title has been vacant at KHJ-TV since John T. Reynolds left several months ago to join CBS-TV. The policy of WNTA and WNTA-TV continue under the direction of Ely A. Landau, chairman of NTA, and Ted Cott, vp in charge of the NTA-owned stations.

Peoria Savings & Loan Launches Spring Campaign

Peoria Savings & Loan Assn., Peoria, Ill., has begun a spring campaign based on the theme of protection for a rainy day. The association gives a free umbrella to all who open or add to their savings in the amount of $100 or more. Media used include three tv stations, radio and newspapers. Hall, Haerr, Peterson & Harney, Peoria, is the agency.

VACATION DRIVE—*Seagram-Distillers, New York, will use this four-color spread in the May 2 Life to kick-off a consumer magazine and newspaper campaign, which uses a vacation theme, for Seagram's 7 Crown bourbon. The spread will also be used in the May 24 Look. Seagram-Distillers will also use four-color pages in American Legion, Outdoor Life and The Saturday Evening Post and b&w pages in more than 430 newspapers. All ads in campaign feature photos of vacation areas. Warwick & Legler, New York, is handling the campaign.*

MARKETING IN MICHIGAN?

Let THE PONTIAC PRESS introduce you to the huge Pontiac area!

Here, taken from an important new survey*, are some facts and figures on THE PONTIAC PRESS—leader in Michigan's big growth market:

- **Leader in the Community** 76% take THE PONTIAC PRESS.
- **Leader in Home Coverage** Preferred 3 to 1 over the leading Detroit paper.
- **Leader in Creating Sales** 21% of PRESS homes make over $7500 a year.
- **Leader in Exclusive Coverage** 61% of Pontiac Township households take *only* the PRESS.
- **Leader in Home Delivery** 98% of coverage is home-delivered.

When you investigate sales potentials in Michigan be sure to take a *close* look at THE PONTIAC PRESS, the full-coverage independent newspaper serving the Pontiac area and Oakland County since 1842!

*Newspaper Home Coverage Study of the Pontiac, Michigan Area is a 50-page comprehensive survey conducted independently by Benson & Benson, Inc., Princeton, N. J. and in consultation with ADVERTISING RESEARCH FOUNDATION, INC.

Write direct, or contact our Representative in your area; this new study will be sent to you immediately.

THE PONTIAC PRESS
PONTIAC, MICHIGAN
Circulation 59,339 Publisher's Statement Ending September 30, 1959
Represented by:
Scolaro, Meeker & Scott
New York, Chicago, Philadelphia, Detroit
Doyle & Hawley
Los Angeles & San Francisco

New Politz Unit to Do Short-Term Research Studies

NEW YORK, April 22—Alfred Politz Research will offer new services through a new company, effective May 1.

Politz will diversify by transforming its National Field Service operation into Universal Marketing Research Co.

UMR will be organized as a partnership and will carry out the short-term jobs that Politz has generally avoided. It will, in other words, be available on a temporary basis—even for one-shots.

One of UMR's services will be a bi-monthly omnibus survey utilizing 3,000 interviews. Companies will be able to buy this service on a per-question basis.

A client will be able to get his own question or questions used in the survey. The cost will be in excess of $500 per question. The first survey goes into the field in June.

■ UMR will continue the National Field Service functions. NFS has under its wing 600 exclusive interviewers—exclusive in that they work for no other research outfit but Politz. This group includes 100 supervisors who are on monthly guarantees.

The company also plans to move into the international area. UMR will offer to undertake surveys abroad, working through established research companies in other countries.

UMR will be directed by Hugh S. Hardy, who moved down from Canada two and one-half years ago to join Politz.

Establishment of UMR will enable Alfred Politz to compete more effectively for the day-to-day research business that is farmed out by advertisers and agencies. In the past, he has prided himself on not handling this type of business.

■ Outside of companies doing pure audit work, the Politz organization is probably the largest market research company in the nation. It currently has a fulltime force of 202 people in all departments and divisions. The bulk of this force—some 160—performs functions such as charting and sampling, which are shared by all the units. The professional executive staff breaks down to 25 in Alfred Politz Research Inc., seven in UMR and eight in Alfred Politz Media Studios.

Politz does not release volume figures, but fee income from all sources is believed to run about $3,750,000 a year. #

JWT Panel Dropped; Shifts to Market Research Corp.

NEW YORK, April 20—The consumer panel maintained by J. Walter Thompson Co. for 24 years has reached the end of the trail.

JWT announced today that it is discontinuing the panel and transferring it to Market Research Corp. of America in the middle of the year.

There appeared to be two main reasons for the move: (1) Operation of the panel—which covered 5,000 families—was quite expensive; (2) the service had outlived its usefulness.

■ It reportedly cost Thompson $500,000 a year to operate the panel; income from subscribers amounted to about $250,000.

Donald R. Longman, director of research at Thompson, pointed out to ADVERTISING AGE that when the panel was started in 1936 it filled a real need since there was then no comparable service. This situation has changed radically.

For example, the MRCA consumer panel, in operation now for 18 years, was recently expanded to 10,100 families. Many of the JWT panel families will report in the future to MRCA.

In effect, maintenance of the panel put JWT in the research business. Clients who subscribed were charged extra. As Mr. Longman noted today, "This was quite a business in itself."

■ The consumer panel operation made up an important part of J. Walter Thompson history. It has been frequently cited as an example of the agency's pioneering efforts, and it played a key role in the growth of JWT to its position as the world's largest agency. Overseas offices of JWT also have set up panels.

Mr. Longman said this week that JWT has "plans for other research in areas where data are not available from existing sources." He explained that the agency is today more interested in exploring "fundamental questions"—such as the mechanics of how advertising works—than in measuring buying activity. #

Elliott Named Editor, Publisher

Norman F. Elliott, formerly a senior copywriter of Buchen Co., has joined Educational Directories Inc., Chicago, as editor and publisher of Patterson's publications, a group of directories of school administrators and other executives in the educational field.

Get Better People; Watch Costs, Quality, Armstrong, Fenvessy Tell Direct Mail Men

NEW YORK, April 20—Calling direct mail "a step-child in the creative marketplace," Frank A. Armstrong, president of Communications Affiliates, a division of McCann-Erickson, charged here today that "too often direct mail is following, picking up and using ideas developed elsewhere."

As a remedy, he said, the medium needs to attract top creative people—"the best writers available, the best artists available.

"Reward them," he added, "and they'll reward you with a creative product that will take a comfortable position along with the best of magazines, tv and newspapers."

The occasion for Mr. Armstrong's remarks was the Mail Advertising Service Assn.'s annual direct mail day.

He said he did not see "much opportunity for comparison" of direct mail's creative product with that of tv, magazine or newspaper advertising. "The brilliant visual innovations and new copy ideas are found in the ads and commercials far more frequently than in direct mail," he said.

■ In a panel this morning on direct mail as a function of mail order selling and subscription promotion, Les Wunderman, president of Ricotta & Kline, New York agency, said the publisher who doesn't sell other merchandise will become the exception rather than the rule.

"Magazines increase their profit margins through selling other merchandise," he said, naming as examples *Better Homes & Gardens* (books), *Life* (books) and *Reader's Digest* (books and phonograph records). He added that *Newsweek* is testing a book promotion. "Mail order and direct mail may yet wind up as the Prince Charming of Madison Ave.," he said.

■ At an afternoon session on direct mail in the industrial market place, Steve Madden, assistant advertising manager of Babcock & Wilcox, said the challenge to direct mail people today is to "design material that is both different and familiar at the same time."

Direct mail pieces may be overlooked, he said, because they are "hidden behind too much cleverness" and not recognizable beside other company pieces.

In a discussion of consumer direct mail, Charles E. Garvin, direct mail group head of J. Walter Thompson Co., and Ferd Zeigler, vp of McCann-Erickson, both agreed that only companies with a large share of a market, such as General Motors and Campbell Soup, are able to use institutional advertising to "bring people into the market."

■ Mr. Zeigler called the agency media department a "nine-ring circus." He said the tv "ringmaster" appeared to be the most successful in getting attention and prestige, if not the largest share of the ad budget. Direct mail would be "the medium of the future by default" he said, because other media had about reached their limitations; he cited the thickness of today's consumer magazines. #

Celanese Sets Big Insert

Celanese Corp. of America has scheduled the largest ad insert in its history in May issues of *Harper's Bazaar* and *McCall's*. The insert, backed by facing pages in *Bazaar* and facing half-pages in *McCall's*, is a 24-page four-color booklet for the company's Arnel fiber. Spreads in the respective magazines carry dealer lists of 123 stores handling the Celanese product. Ellington & Co., New York, is the agency.

CHICAGO, April 20—The five secrets of success of the wholesale mail order business, according to Stanley J. Fenvessy, exec vp, L. & C. Mayers Co., New York are:

1. Featuring maximum selections of top quality, nationally advertised brands.
2. Meeting the competition of all the big consumer mail order houses.
3. Controlling circulation so that all of the catalogs mailed achieve multiple use.
4. Maintaining a high money income average on orders.
5. Operating at a low cost.

■ Speaking at the seventh annual Chicago direct mail day, sponsored by the Mail Advertising Club, Mr. Fenvessy discussed each of the five "secrets" separately.

The soundness of featuring maximum selections of top quality, nationally advertised brands, he asserted, "is borne out by the fact that our records show that we receive less than one complaint letter in 300 commenting on the quality of our merchandise."

In meeting the competition of all large consumer mail order houses, Mr. Fenvessy noted that wholesale mail order houses operate at a maintained markup of about 25% —a full 10% below consumer houses.

The wholesale mail order companies do three things to build and maintain a high average order, Mr. Fenvessy said. First, "most companies have a policy of not accepting an order below $15 without a service charge." Secondly, "credit is heavily promoted as it has generally been proven that the average credit order is two-and-a-half to three-and-a-half times the size of a cash order." Thirdly, "the catalog is merchandised to stimulate a high average order."

■ Richard V. Benson, vp and circulation director, American Heritage Publishing Co., urged that those engaged in direct mail "spend as much time interpreting your results as you do preparing the test."

Mr. Benson said the most important ingredient in any direct mail package is the offer. The second most important element is "to whom the offer is made." The copy and package make up the third most important factor in a successful mailing.

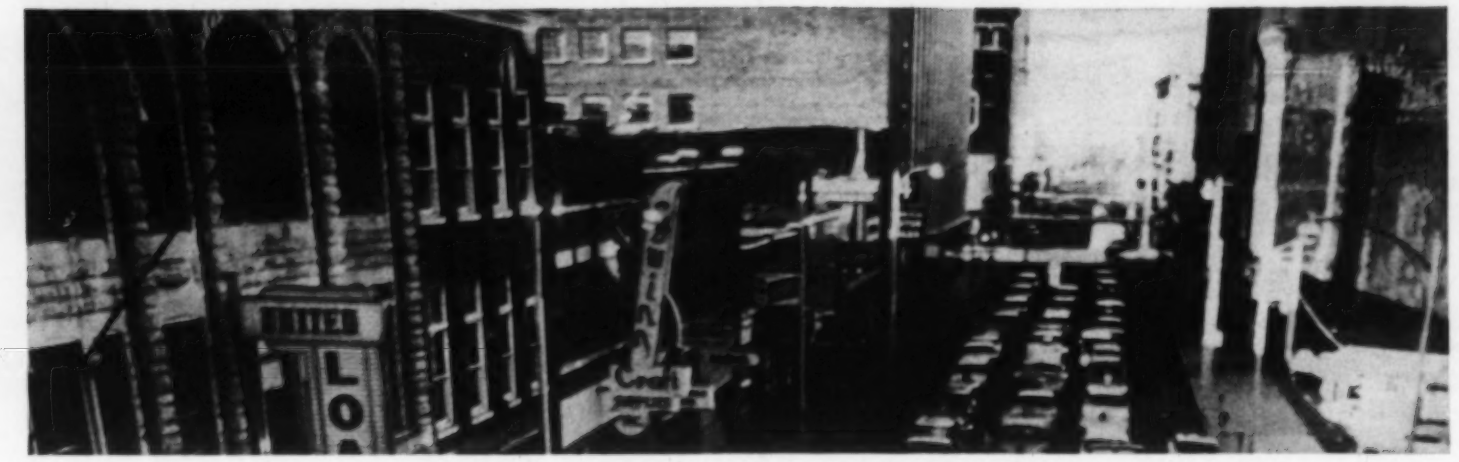
He suggested: "You are not doing a job and are wasting your company's money if:

- "You are list testing with 1,000 names or less for financial reasons only.
- "You refuse to test any list which costs more than $15 or $20 per 1,000.
- "You refuse to use a list because it's available only on labels.
- "You throw away a good idea because the weight of the package will be over the minimum weight.
- "You compromise every creative idea in order to reduce costs before testing.
- "You are testing colored stock in hopes of finding the one and only right color." #

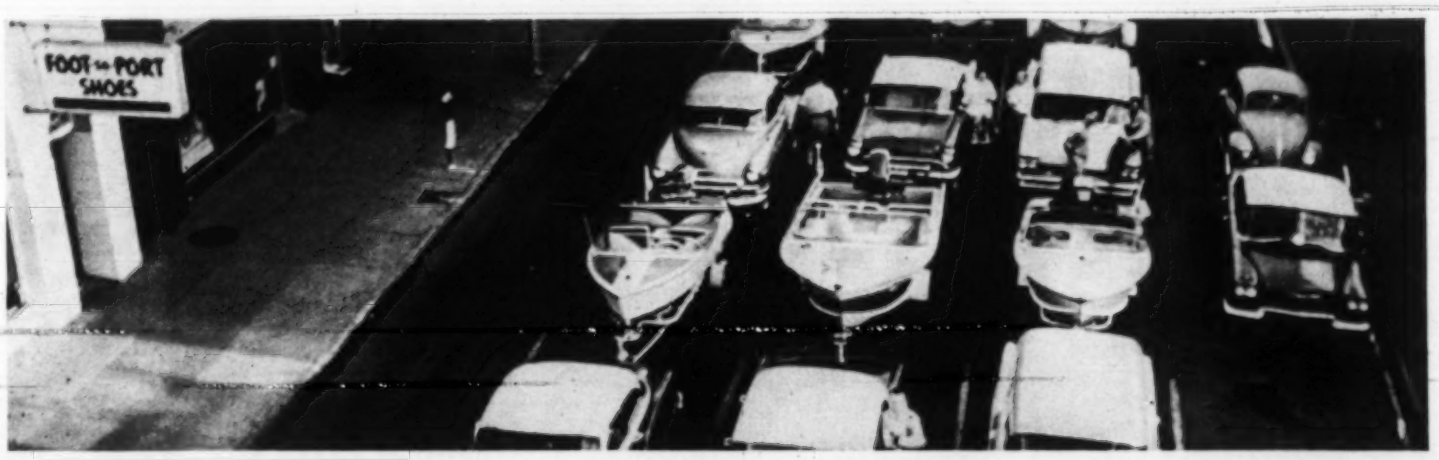
University of Nebraska Publishes Book on Ad Image

A booklet analyzing advertising today, "The Aberrant Image of Advertising," has been published by the University of Nebraska, Lincoln. Written by Prof. Conrad Hill, school of journalism, University of Nebraska, the booklet includes chapters on the existence and consequences of the ad image, what critics say about advertising and how admen justify advertising.

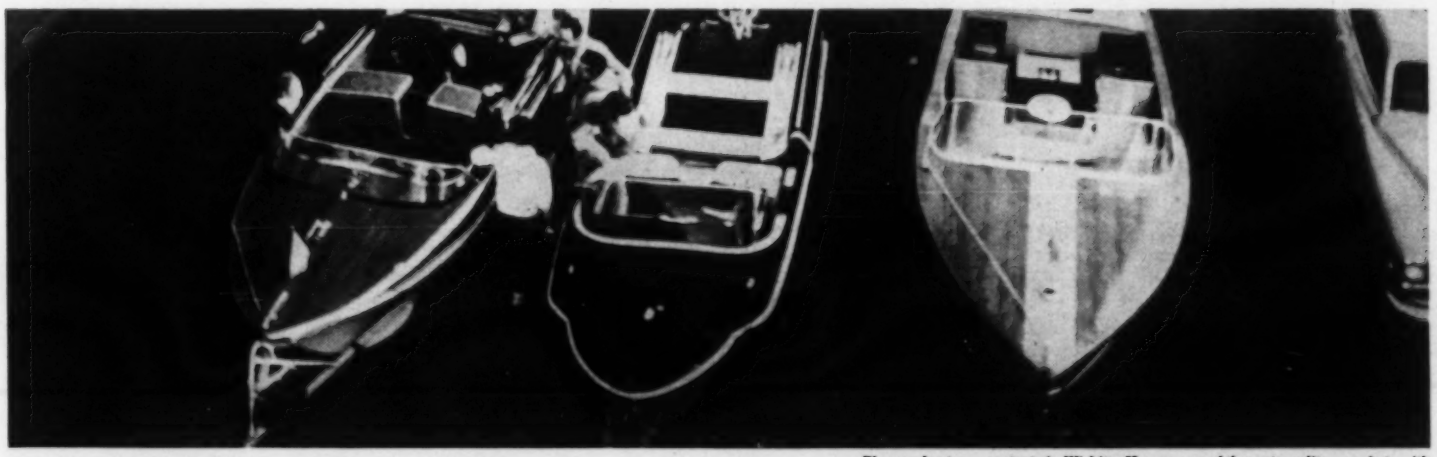
A limited number of copies of the booklet are available from the University of Nebraska.



The money



is in 168 Metropolitan markets...



Pleasure boat season starts in Wichita, Kansas, one of the metropolitan markets with more money to spend. In Wichita 13 issues of LIFE reach three out of four homes.

and that's where LIFE is too...

Two out of every three dollars spent in the U. S. on consumer goods is spent by homes in the 168 metropolitan markets. The average metropolitan home outspends the average non-metropolitan home by 40%.

67% of LIFE's readers live in these metropolitan markets; and in these markets LIFE reaches 27% more people than Look–54% more than the Post.

So put your money where the money is...

Circulation in the first quarter of 1960 up 700,000 over the first quarter of 1959.

ADVERTISED IN

LIFE

KRON is TV in SF

San Franciscans are sold on KRON-TV

NIGHTTIME MINUTES AVAILABLE NOW!

Wed. -- Thurs. -- Fri.

Check KRON / TV or P-G-W

• SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •